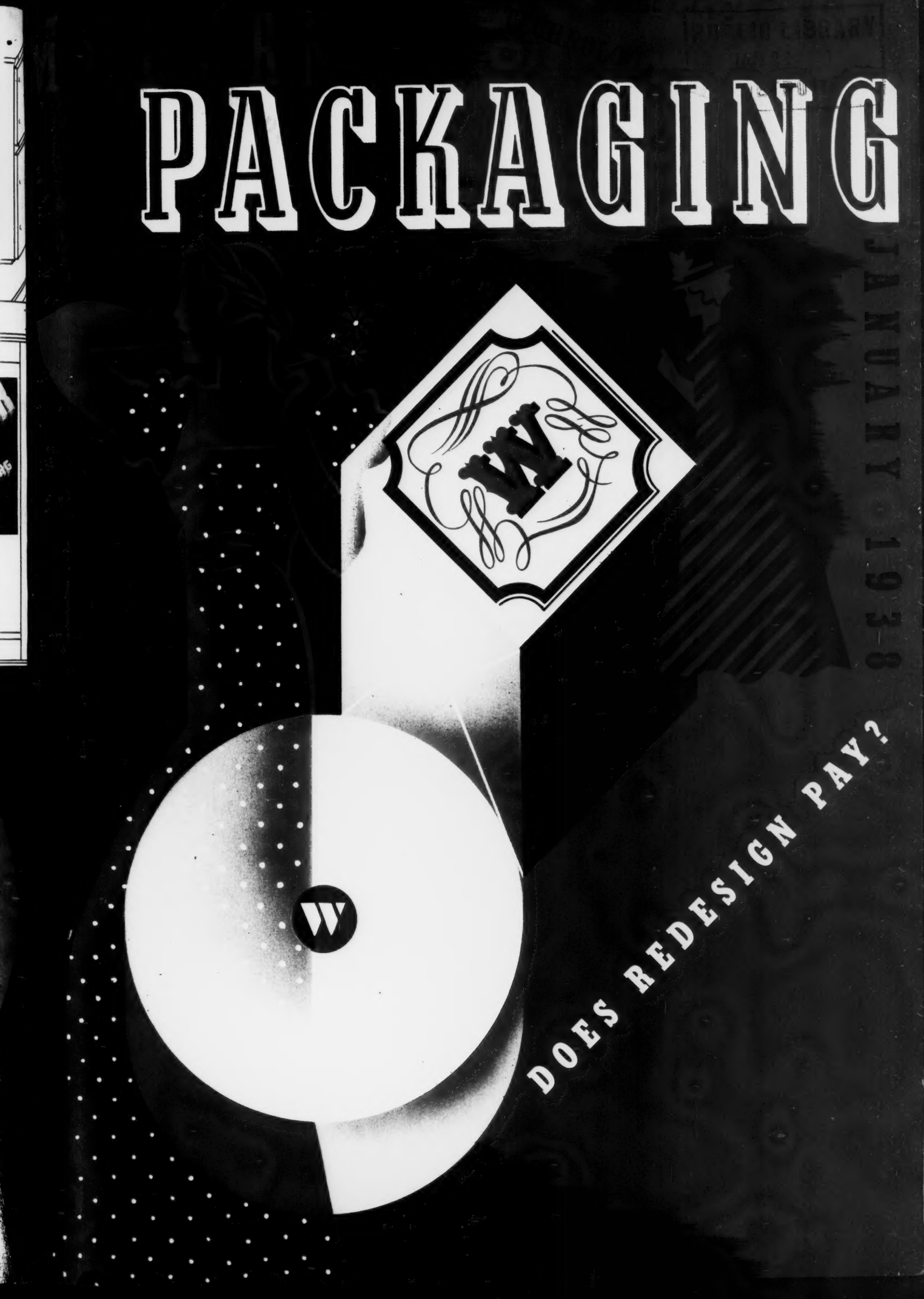
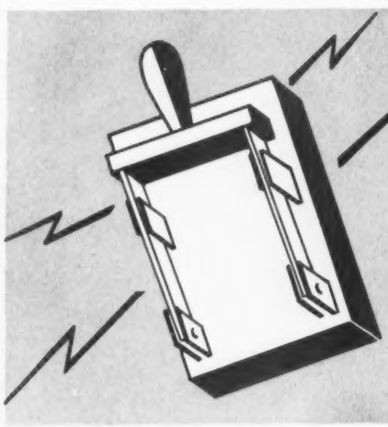
PACKAGING



DOES REDESIGN PAY?

JANUARY 1938



Charge YOUR PACKAGE WITH Selling Power!

Make it radiate "reasons-why" for buying. Give your product the protection and attractiveness that sell it not only the first time, but again and again. Canco containers are convenient, protective, attractive and economical.

GIVING OFF SALES-SPARKS

The rich appearance of this container adds "quality" to the product. It is attractively lithographed in three colors, and has a convenient shaker top (also lithographed), easily regulated by turning the cover.

PROTECTS THE PRODUCT

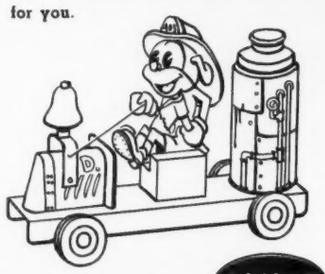
Packing ignition parts in tamper-proof fibre containers is an example of the many "different" packaging problems successfully met by Canco. These containers protect the products from dust and dirt, facilitate stacking, make possible a speedy inventory, and assure customers of genuineness and quality.

BEAUTY PLUS UTILITY MAKE GOOD SALES CONDUCTORS

This beautiful, color-lithographed stock box is one of many Canco designs and sizes. It has a variety of uses—for candy, fruit cake, cookies, etc. The container itself will be treasured long after the contents are gone. Why not pack your product in one of these attractive metal boxes for special occasions? Write Canco today and discover how economically it can be done.

TOYING WITH A NEW PROBLEM

Another example of the adaptability of Canco containers to many different fields is this metal and fibre novelty package. It becomes part of an amusing mechanical toy. Perhaps you have an unusual packaging problem. If so, Canco has an economical answer for you.



CANCO

AMERICAN CAN COMPANY

230 PARK AVENUE, NEW YORK, N. Y.

104 SOUTH MICHIGAN AVENUE, CHICAGO 111 SUTTER STREET, SAN FRANCISCO

WORLD'S LARGEST MANUFACTURER OF METAL AND FIBRE CONTAINERS

To talk about *one's very own*, whether it be handiwork, worldly possessions or just kids, is usually dangerous business. It is so easy to err on the side of over-statement . . . or, what may be infinitely worse, under-statement. In either case you are certain to be misunderstood.

This is one of the several *good* reasons why manufacturers hire advertising agencies. Then, if the horn of publicity is tootled a trifle too raucously, or muted at inopportune intervals, the client has someone upon whom he can shoulder the blame. Forthwith, the agency makes a show of putting an innocent copy-cub *on the block*, and the wrath of the powers-that-be is appeased . . . temporarily, at least.

But, the Phoenix Flame boasts no advertising agency. If there's any bragging to be done, it falls to the lot of its editor to do it. So, to *you*, never having heard of the Phoenix Flame, he addresses this frank (and he hopes modest) message of introduction:

The Phoenix Flame is a monthly publication (sometimes referred to as a house organ) having to do with the packaging of foods, drugs, cosmetics, chemicals, wines and liquors . . . although occasionally it has been known to stray far, far afield.

Among its regular contributors are Dr. A. W. Bitting, eminent food technologist and author; Maison G. de Navarre, successful young consulting chemist and instructor; Dart Smith, well-known advertising and merchandising counsel. Its colorful cover designs and sparkling incidental illustrations are the work of Dale Nichols, gifted young Nebraska painter. Its photographic illustrations are by Heetfield-Tillou, a duo that has done much to make the photography of prosaic articles of commerce an illustrative art. And (we almost forgot) the general design and typographic layout are by Hig.

Last year the Phoenix Flame hitch-hiked around America. The year before that it toured the world. This year it takes its readers over the highways and by-ways of Art, Music, Literature, Politics, Adventure, Sports. We don't know where this will lead you, but we believe you will find each issue informative, instructive, entertaining and helpful . . . at least *different* from the usual magazine or trade journal which comes to your hand.

Record? Yes, we have a small one. Twelve years uninterrupted publication. The same artist, the same photographer, the same engraver, the same printer we started with. Selected four years in a row as a Direct Mail Leader by Direct Mail Advertising Association. Awards by American Institute of Graphic Arts, New York; Society of Typographic Arts, Chicago; and other advertising clubs and associations throughout the United States.

As a *prospective* user of Phoenix Metal Caps, such as those used by Crosse & Blackwell, Parke-Davis, Bourjois and United Distillers; or Phoenix Cone Top Cans, such as those used for Energine, Fuller (Brush) Polishes and Mimeograph Inks; we ask you to join our other readers in 1938. There is no cost, no obligation. All that you have to do to get on our mailing list is to write your *name-address-position* on your letterhead and mail it to Phoenix Flame, care of Phoenix Metal Cap Co., 2444 West Sixteenth Street, Chicago.

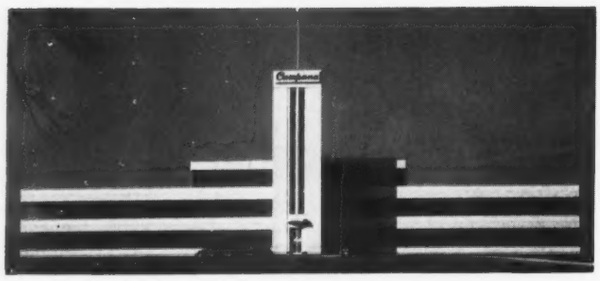
* * *

And, if this isn't talking about "one's very own" without fear of over-statement or under-statement, you can put the editor of the Phoenix Flame on the block!

PHOENIX METAL CAP CO.

CHICAGO, ILL. . BROOKLYN, N. Y.

Within Campana's "Perfect Package"

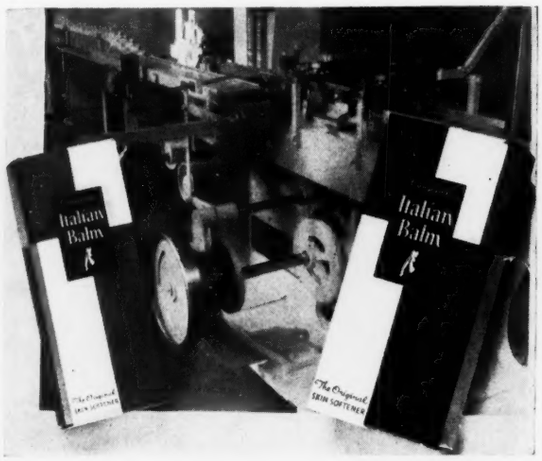


WINDOWLESS WONDER is this sparkling new building of the Campana Sales Company, makers of Italian Balm and Dreskin. It is an architectural and engineering triumph in glass block.

a Redington *adjustable* cartoning machine does double duty

Aptly called the "perfect package" is the newly completed toilet goods plant of the Campana Sales Company near Batavia, Ill. Its modern *glass* exterior, interior and partitions, its dust-proof rooms are the personification of purity and cleanliness in the highest degree.

And aptly called the perfect cartoning machine is this *adjustable* Redington. It cartons *two* sizes of Campana's Italian Balm with unusual ease, speed and economy.



IT'S NO TRICK TO CHANGE this Redington adjustable cartoning machine from handling the small size to the large size—or vice versa. The "handy man" makes the simple adjustments in less than 30 minutes. Because of Redington's sound engineering design, this adjustment is trouble-free—no "kinks" or "jams" arise to plague the production manager or put his schedule behind.

SIMPLE TO OPERATE

is this Redington adjustable cartoning machine. Just one operator is in attendance. Each bottle of Italian Balm is cartoned with a *circular enclosed* . . . the complete job is done at a high speed, in a minimum of floor space and with low labor cost.

F. B. REDINGTON CO. (Est. 1897)

110-112 So. Sangamon St. CHICAGO, ILL.

REDINGTON

Packaging Machines

for CARTONING • CELLOPHANE WRAPPING • CARTON SEALING

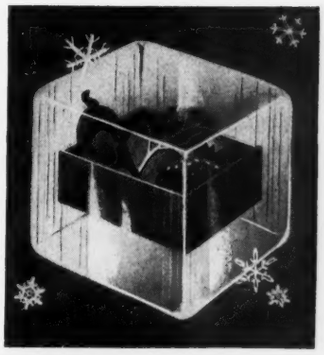
MODERN PACKAGING

JANUARY 1938

VOLUME 11

NUMBER 5

IN THIS ISSUE



NEXT MONTH

The frosted food industries are expanding at a tremendous rate. Each month of growth brings with it a host of new packaging problems. MODERN PACKAGING will present the first complete analysis of these industries from the viewpoint of the packager—a full discussion of materials, machines and merchandising; past, present and future. P. S. Put this on your "must" list. Don't miss the exhibit of approximately 21,000 All-America Competition packages at 425 Fourth Ave., New York City, during January and February.

Member Audit Bureau of Circulations

Published the 15th of each month by Breskin & Charlton Publishing Corporation, 425 Fourth Ave., New York, N. Y. Telephone Ashland 4-0655. Western office, 221 N. LaSalle St., Room 620, Chicago, Ill. Telephone Randolph 6336. Publication office, Twentieth and Northampton Sts., Easton, Pa. Also publishers of Packaging Catalog, Modern Plastics, and sponsors of the Permanent Packaging Exhibit.

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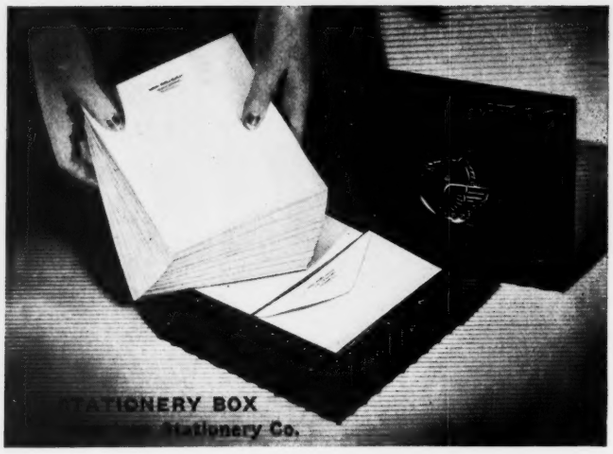
A PLEDGE OF HELPFUL SERVICE IN 1938..
As the new year gets under way, we of Crown Can wish to express our appreciation for the generous response of can buyers to the new ideas and policies we introduced last year. Your approval of these policies has been expressed through your patronage. And further evidence of your confidence is seen in the increase of business you have awarded us for the coming season.
Can buyers may rest assured that in 1938 Crown Can will continue and further develop the same helpful policies and service that have met with such great favor throughout the industry.
See our exhibit at the Canning Machinery and Supplies Show—Hotel Stevens, Chicago, Illinois. January 24th to 28th, Booth No. 117
Crown Cans
PACKERS' CANS FOR 1938 sold f. o. b. Philadelphia, Baltimore, St. Louis, Houston, Madison and other selected points.
CROWN CAN COMPANY · PHILADELPHIA, PA.
ST. LOUIS · HOUSTON · MADISON
Independent and Helpful
DIVISION OF CROWN CORK & SEAL COMPANY

NOVEL GIFT PACKAGE
Parker Pen

KEM ROYAL CARD BOX
Kem Card Sales Co.



STATIONERY BOX
Stationery Co.

CIGARETTE CASE
Gillette Razor

PIONEER BELT BOX
AND ASH TRAY
Pioneer Suspender Co.

The Seagram Holiday Gift Container is a printed wood grain carton, with gold inner labels, that turns . . . in twelve seconds . . . into a dominating window display.

For You and Your Product FEDERAL "CARTON-EERS" CAN DO AN EQUALLY OUTSTANDING JOB!

No secret processes. . no magic words. . no mumbo-jumbo designed to make our business seem other than as it is. But, when you call in Federal, you will find the kind of people you like to work with . . . backed by the kind of plant that can do a job effectively, inexpensively and without fuss-and-flutter. Our staff includes men with a fine record of performance in the creation of ingenious cartons and displays . . . yet men who place quality above mere ingeniousness. They have a top-notch art staff at their beck and call and there's no Chinese wall between the office and the plant.

In short, at the Federal Carton Plant you'll find a kind of "personal" service that cannot help but produce cartons and display containers keyed closely to your product's requirements and the needs of your dealers and consumers.

FEDERAL CARTON CORPORATION

Manufacturers of Folding Boxes and Specialties

638 West 57th Street, New York City

Columbus 5-4643

PROTECTOID *Transparent* PACKAGING MATERIAL

PROTECTOID puts your transparent packaging fears to rest!

With Protectoid, you need never give a thought to those three terrors of transparency: cold, dryness and parching heat. You need lose no sleep over the bugaboo of re-wrapping. Protectoid packages look *factory-fresh* indefinitely!

Protectoid does not shrink or stretch. It is not affected by temperature or humidity changes. It does not wrinkle or discolor or dry out with age. It is water-proof, grease-proof, non-inflammable. It cements easily and firmly (actually a weld). It has a perfect printing surface. It does not tarnish highly polished metal parts.

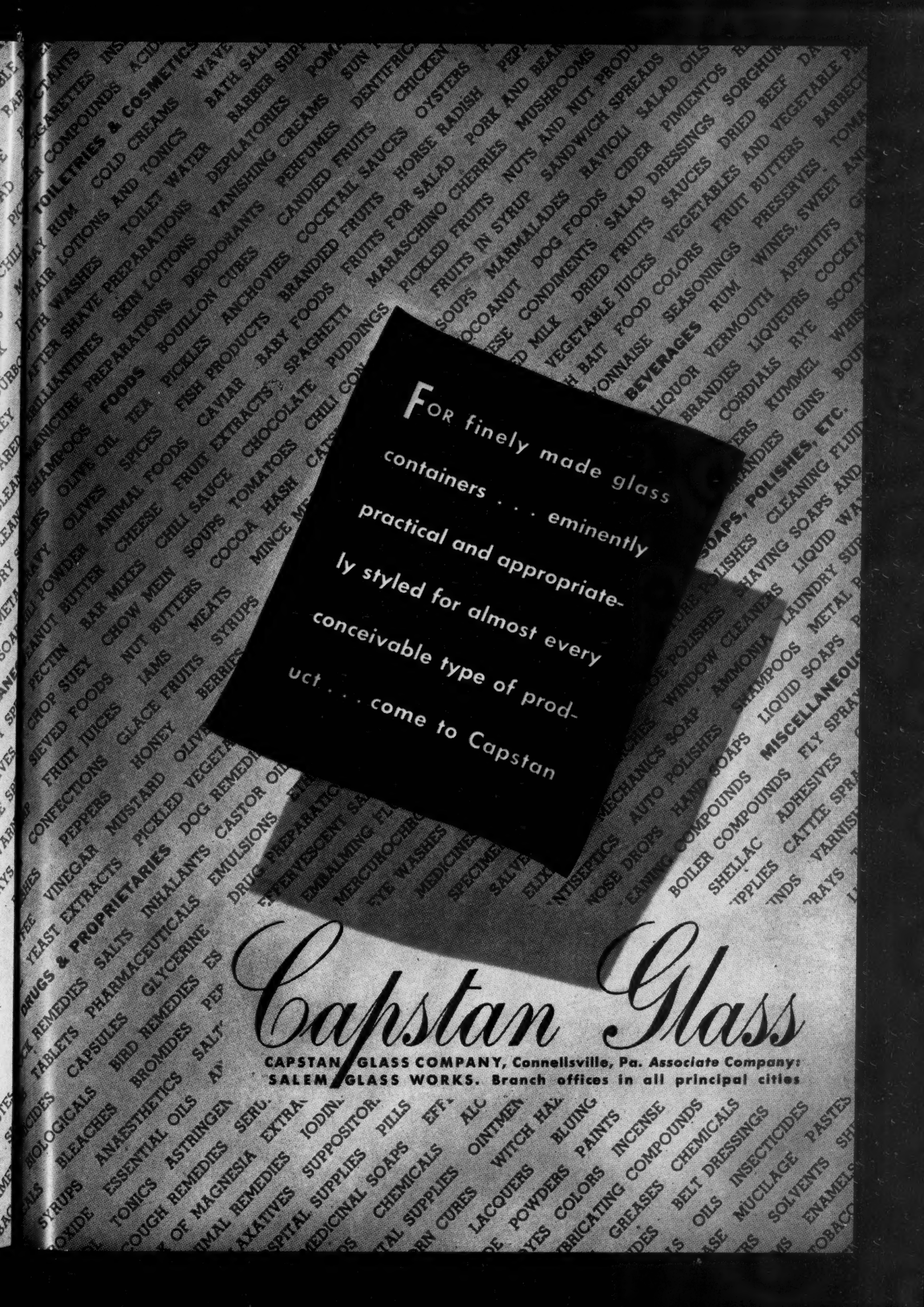
With these exclusive advantages, Protectoid combines a crystal clarity and grainless transparency.

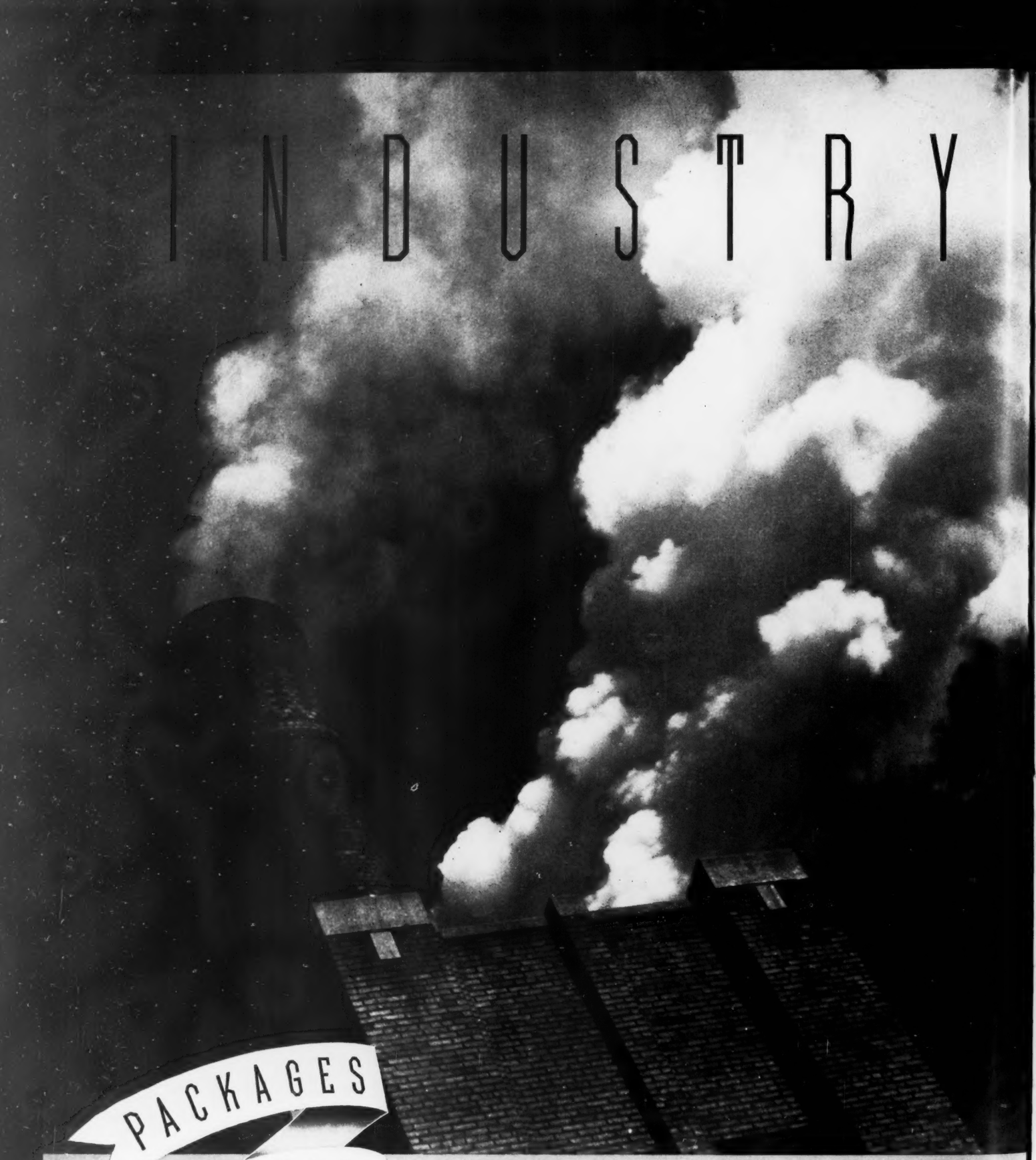
Protectoid is eminently suitable for all transparent applications, both rigid and flexible. It is available from the tissue - thinness of .00088" to as thick as required.

We shall be glad to prove to your satisfaction Protectoid's ability to keep package appeal alive. For more profitable transparent packaging . . . get in touch with Celluloid today!

Packaging Division
CELLULOID CORPORATION
10 East 40th Street, New York City
Established 1872 • Sole Producer of Celluloid, Lumarith, and Protectoid • (Trademarks Reg. U. S. Pat. Off.)

IF YOU ARE WORKING ON A TRANSPARENT PACKAGE . . . *Get in touch with* CELLULOID


For finely made glass containers . . . eminently practical and appropriately styled for almost every conceivable type of product . . . come to Capstan
Capstan Glass
CAPSTAN GLASS COMPANY, Connellsville, Pa. Associate Company:
SALEM GLASS WORKS. Branch offices in all principal cities



PACKAGES BY ROYAL

Industry moves as its products move into consumers' hands. Volume is the all-important factor.

Sparkling Bags by Royal add an invaluable appeal to many products at the point of sale—are often a final factor in their choice over competing products.

Royal will be glad to assist you in developing a package which will give your product this added advantage. Write for information.

THOMAS M ROYAL & CO *Philadelphia U S A*

NEW YORK CHICAGO DETROIT PITTSBURGH BOSTON ST. LOUIS
MINNEAPOLIS SAN FRANCISCO DAYTON SYRACUSE DENVER ATLANTA DALLAS

RIEGEL PAPERS

Riegel Papers can meet almost any packaging problem—regardless of whether the desired solution is sales-appeal, protection, production efficiency or just plain economy—for the Riegel Mills produce the greatest variety of packaging papers available from any one source today. Here are a few recent packages that have adopted Riegel Papers. Write for our 1938 Packaging Portfolio and see if we cannot also be of service to you.

IPANA — A new method of transparent bundling for convenient dealer distribution. One dozen packages wrapped and heat-sealed on a semi-automatic Miller machine with Riegel's Diafane. No labeling, no gluing and low labor costs make it cheaper than ordinary bundling — with a far more attractive effect.

BOURJOIS — The rich beauty of the new Bourjois "Evening in Paris" compact is enhanced by a specially designed set-up box covered with Riegel's Nebulon.

BAND-AID — One of Johnson & Johnson's popular first-aid helps. A speed bandage for minor injuries, available with either mercurochrome or borated pad. Each one individually wrapped and sterilized in printed Riegel's Glassine.

CINCO CIGARS—Each cigar now kept permanently fresh in an individual humidor of non-porous, moisture-proof Reynolds Metal, reinforced and lined with a special Riegel Glassine.

AERO (By Hershey)—An unusual and remarkably tasty innovation among chocolate bars. Its transparent golden glassine over gleaming foil, creates a wrap that will really stand out and catch the buyer's eye on any candy counter.

SCRIPTO — An ever-popular automatic pencil, complete with extra leads and erasers, in an attractive Christmas box covered with Riegel's Mother-of-Pearl Crystallon.

RIEGEL PAPER CORP., 342 MADISON AVE., NEW YORK, N. Y.

Typical advantageous applications of Transparent Bakelite Molded: razor-blade sharpener box, pin dish, jigger closure, powder boxes, and water tumblers.

New—*Transparent* Bakelite Molded!

FOR MANY YEARS, users of plastics have sought a transparent material possessing molding characteristics similar to the well-known opaque Bakelite molding materials. In the new Transparent Bakelite Molded developed by Bakelite laboratories, a successful plastic of this type is now available for commercial application.

Transparent Bakelite Molded opens practically unlimited avenues to improvement in the design of manufactured products. For bottle and jar closures, containers and displays, this new material adds visibility to the other advantages of Bakelite Molded. It is available in amber, ruby, green, tortoise shell and other enduring colors.

Various properties of Transparent Bakelite Molded are comparable or superior to those of General Purpose Bakelite Molded. It is less hygroscopic; and its tensile, impact and flexing strengths are high. It withstands exposure at 225°F. to 300°F. without deterioration. Its dielectric properties, permanence of form and chemical stability are excellent.

Package designers and manufacturers or packers of all types of packaged products are urged to investigate the many possibilities of this new material for closures, boxes, cases and displayers. Write for data sheet 8E, "Bakelite Transparent Molding Materials".

BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y.

BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Canada *West Coast:* Electrical Specialty Co., Inc., 316 Eleventh Street, San Francisco, Cal.

BAKELITE

REGISTERED U. S. PAT. OFF.

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

PLASTICS HEADQUARTERS

'38 LOOK TOUGH?

Remember this- **PACKAGES BY RITCHIE ARE PACKAGES THAT SELL!**

This year your product is more "on its own" than ever. This year, more than ever, it needs all the *planned appeal* of a Package by Ritchie – *display value* that wins dealer cooperation – *design distinction* that wins consumer preference – *economy* that wins enthusiastic approval all down the line!

XMAS WAS MADE ESPECIALLY MERRY for the manufacturers of these products. On the left, a handsome setting for some famous cosmetics. On the right, a brand new packaging-merchandising idea for hosiery. Created by Ritchie, both of these outstanding package successes have the familiar Ritchie characteristic of *looking* far more expensive than they actually are.

This is the beginning of Ritchie's 72nd year of designing and manufacturing packages for almost every type of product. Isn't this a good time for you to investigate the many advantages of a Package by Ritchie? Write for complete information about the free design service offered responsible manufacturers

PACKAGE OCCUPIES NEW PLACE IN MERCHANDISING PICTURE AS RESULT OF RECENT TRADE ACTS

With recent trade laws making it prohibitively costly to give "advertising allowances" for retail display space, merchandising experts are placing new emphasis on package design as a means of obtaining counter and window display free. Consumer objection to higher prices make the adoption of a reasonably priced package important, it is also pointed out.

Set-up Paper Boxes — Fibre Cans

W. C. RITCHIE AND COMPANY • 8849 BALTIMORE AVENUE • CHICAGO

NEW YORK DETROIT CINCINNATI LOS ANGELES ST. LOUIS ST. PAUL DENVER

CONSUMER APPEAL LABELS

CONSUMERS scrutinize labels searchingly. They want definite brand identity. They prefer accurate pictorials. They welcome package changes as evidence of progressiveness.

These are a few of the many important facts revealed by a consumer study recently completed by The Schmidt Division of The United States Printing & Lithograph Company. A request from any food packer will bring the rest of the story.

TRU-TONE FOOD PICTORIALS . . .

FOR LITHOGRAPHIC OR TYPOGRAPHIC REPRODUCTION

The important facts disclosed by this eye-opening study became the starting point for "U-S" in developing the new TRU-TONE line of Food Pictorials. Two of these, reproduced from actual label plates, are illustrated here.

There is no better way to portray food products than by direct color photographs made from the food itself. TRU-TONE Food Pictorials are life-like and appetizing, because—by color-photography and a perfected process of reproduction—they show faithfully and attractively the natural, flavorful appearance of the actual food.

TRU-TONE Pictorials meet the consumer's desire for accurate and pleasing representation of product. Dealers like them because they speed up sales.

TRU-TONE Food Pictorials (Copyrighted by The United States Printing & Lithograph Co.) will give your labels consumer-appeal. For your own future profits, write today for full information to any "U-S" Office or Division.

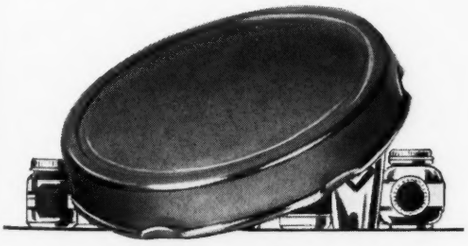
CINCINNATI	CHICAGO	SCHMIDT DIVISION	BALTIMORE	BROOKLYN
317 Beech St.	121 W. Wacker Drive	St. Charles, Ill.	417 Cross St.	85 North 3rd. St.

Courtesy Pennsylvania Railroad

MAKING SURE

THE job this man is doing is one few people ever see. But it is this careful attention to every detail that enables great railroads to maintain such remarkable standards of safety, comfort and reliability.

In making Crown Closures for you there is this same careful attention to every small detail. Raw materials and manufacturing processes are checked and rechecked. The product is inspected at every stage. Much of this may seem unnecessary; but CCS leaves nothing to chance. This is why Crown Closures have such an outstanding reputation for accuracy and sealing efficiency.



CROWN CLOSURES

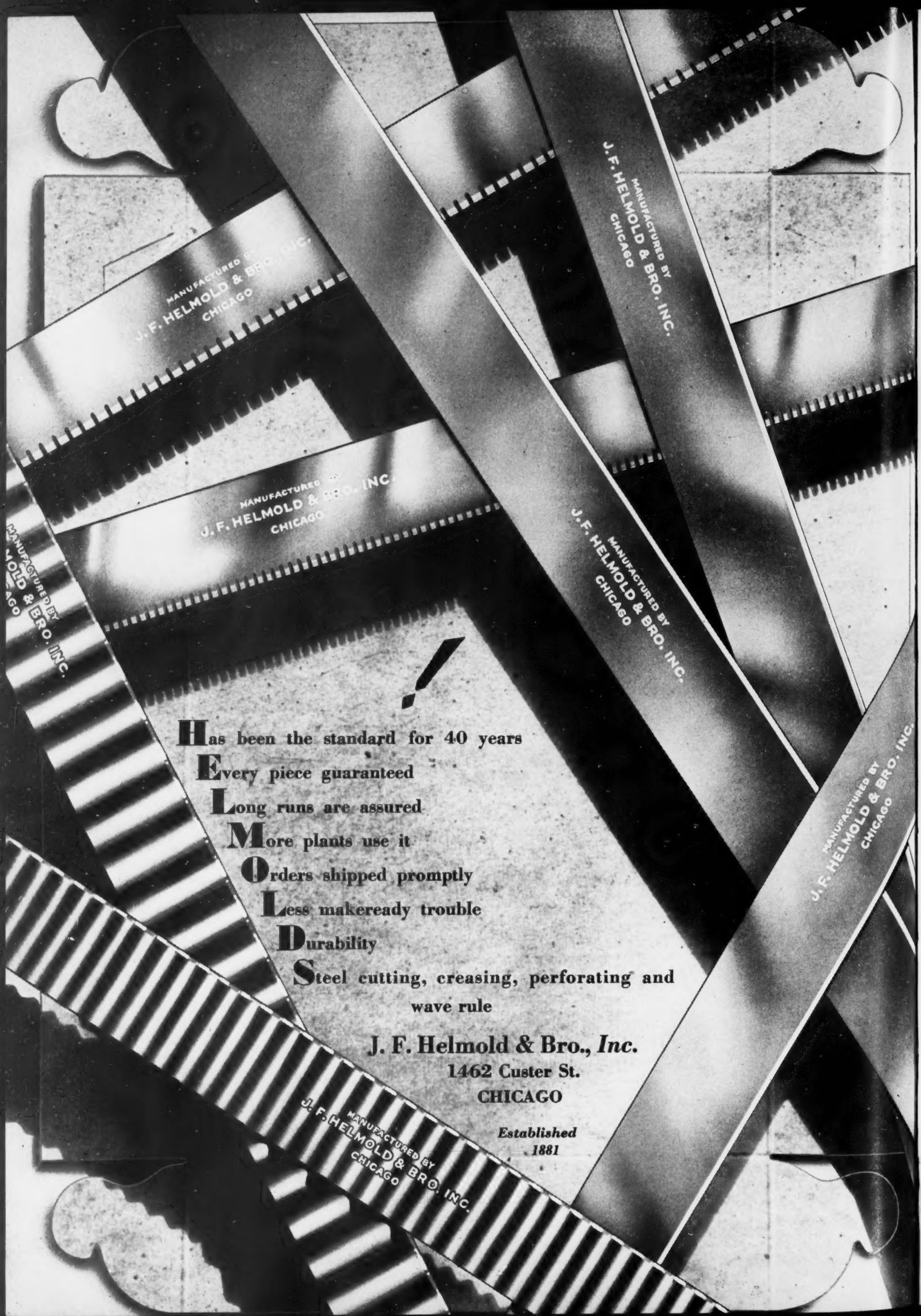
"BETTER SEALING FOR BETTER BUSINESS"

You are cordially invited to visit us at the Canning Machinery and Supplies Show—Reception Room 422-A, Hotel Stevens, Chicago, Ill., January 24 to 28, and our exhibit in Machinery Hall, Booth 46.

CROWN CORK AND SEAL COMPANY • BALTIMORE, MD.

World's Largest Makers of Closures for Glass Containers

SCREW CAPS VACUUM CAPS LUG CAPS V. P. O. CAPS CROWNS MASON CAPS DOUBLE SHELL CAPS CAPPING MACHINERY


MANUFACTURED BY
J. F. HELMOLD & BRO. INC.
CHICAGO
MANUFACTURED BY
J. F. HELMOLD & BRO. INC.
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J. F. HELMOLD & BRO. INC.
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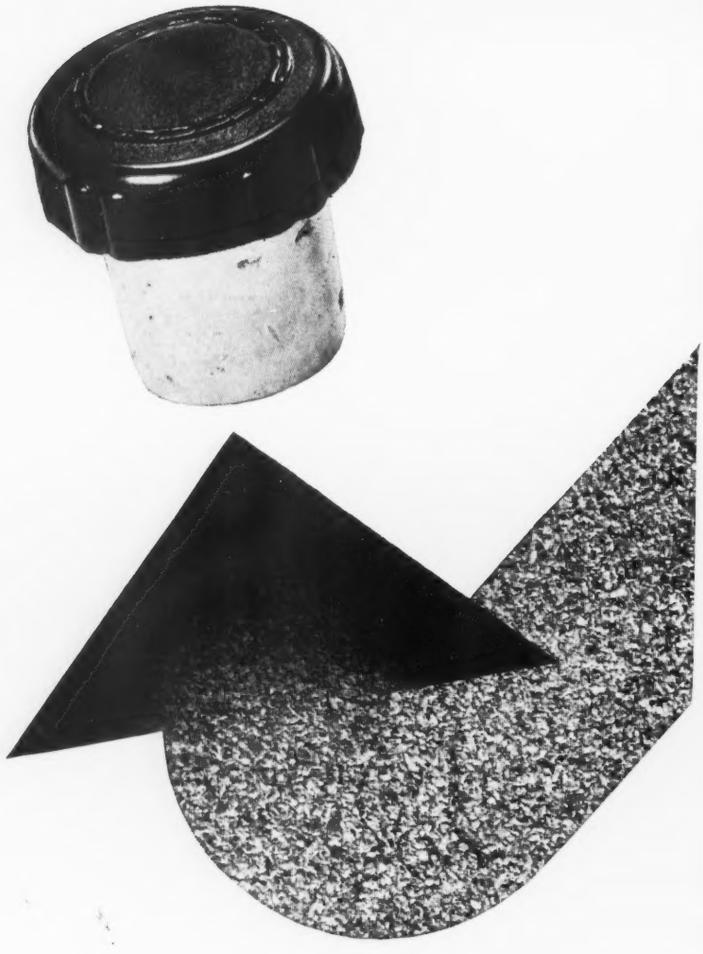
CHICAGO
MANUFACTURED BY
J. F. HELMOLD & BRO. INC.
CHICAGO
!
Has been the standard for 40 years
Every piece guaranteed
Long runs are assured
More plants use it
Orders shipped promptly
Less makeready trouble
Durability
Steel cutting, creasing, perforating and wave rule
J. F. Helmold & Bro., Inc.
1462 Custer St.
CHICAGO
Established 1881



DOUBLE-SERVICE *Closure*

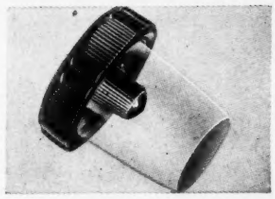
This molded-flange closure is unexcelled for corking and re-corking service. Because of an improved construction principle (exclusive with Mundet) hard usage will not affect its sealing qualities. It is easy to use . . . secure in service. Its smartly designed molded-top enhances the appearance of the product-container.

Mundet Molded-Flange Closures are available in standard sizes, in black or in colors. We can incorporate your own trade-mark design on the molded tops at slight additional cost.

Molded-Flange Corks are only one of the many types of closures made by Mundet. If you have a closure problem, let our laboratory and art specialists cooperate in its economical solution.

MUNDET CORK CORPORATION

65 S. ELEVENTH STREET, BROOKLYN, N. Y.



• Here's how Mundet Molded - Flange Closures are made to give lasting sealing service. Above "x-ray" view shows how the molded top is securely anchored in the cork.

•

LET US HELP YOU SOLVE YOUR CLOSURE PROBLEMS

THESE MUNDET OFFICES are ready to serve you. They offer the resources of an organization that has specialized in making fine Closures.

ATLANTA
339-41 Elizabeth St., N.E.

BROOKLYN
65 S. 11th Street

CHICAGO
2959 N. Paulina St.

CINCINNATI
427 W. 4th St.

CLEVELAND
11500 Florian Ave.

DENVER
The Stone-Hall Co.

DETROIT
335 W. Jefferson Ave.

HOUSTON
Commerce & Palmer Sts.

LOS ANGELES
2051 E. 37th St.

MEMPHIS
Memphis Bonded Warehouse

NEW ORLEANS
439 No. Peters St.

PHILADELPHIA
2226 Arch St.

ST. LOUIS
506 S. Main St.

SAN FRANCISCO
440 Brannan St.

SEATTLE
Succop-Tighe & Sons
2737-1st Ave., South

THE SHIPPING BOX CAN

take it

IF IT'S MADE BY H & D!

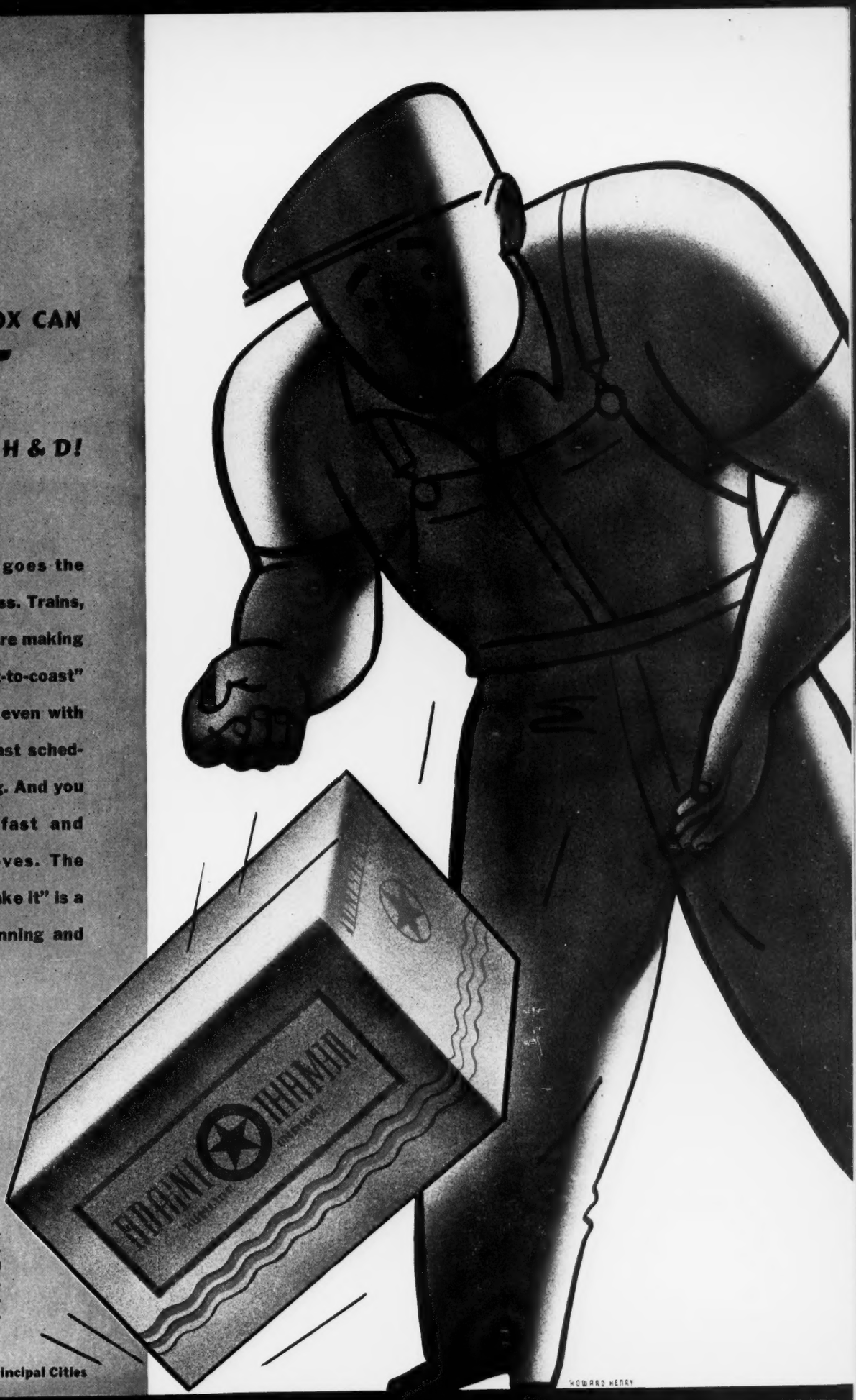
★

Faster and still faster goes the tempo of modern business. Trains, trucks, airplanes . . . they're making the familiar phrase "coast-to-coast" mean a matter of days, even with freight shipments. But fast schedules call for fast handling. And you can't handle freight fast and handle it with kid gloves. The shipping box that can "take it" is a product of scientific planning and sound construction.

★

"IDEAS for Corrugated Boxes" — illustrates the modern trend in shipping boxes, counter displays and shipper-displayers. For your copy, write The Hinde & Dauch Paper Co., 3814 Decatur Street, Sandusky, Ohio.

Factories and Sales Offices in Principal Cities



HINDE & DAUCH ★ *Authority on Packaging*

Celebrating

PACKAGING'S GREATEST YEAR OF PROGRESS

●

NOW ON EXHIBIT

More Than 20,000
Packages and Displays
Entered in the 1937

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ACM Clay Coated CARTON BOARD

C. A. BRESKIN PUBLISHER, ALBERT O. MAISEL MANAGING EDITOR

DOES REDESIGN PAY?

PROPONENTS OF PACKAGING HAVE, FOR MANY years, proceeded on the assumption that it pays to redesign a package periodically. In this stand, they were supported by a series of quite logical rationalizations and by any number of individual case histories. Yet, an assumption has always been present, whenever the subject was raised, that the case histories were very carefully selected to confirm the original premise, and the rationalization seemed to vary from time to time according to the needs of the moment.

With only such data to go by, the manufacturer with a large investment in good-will for his present package might be excused if he approached redesign somewhat cynically and strove to delay the evil day when package revision would be forced upon him.

The Institute of Package Research, in this survey, has attempted to find a more accurate and, hence, a more convincing answer to the question of whether redesign, by and large, has paid those who have entered into it. In this regard, the Institute has been fortunate in having available the records of many hundreds of packages redesigned within the last few years. These packages were brought to the attention of MODERN PACKAGING at or about the time when the new designs were first adopted, and hence some time before any of them had a chance to prove themselves in the field. Thus, an examination of their performance made within the last few months, after from one to five years of service, would not be weighed in any sense at all in favor of successful redesigns. The majority of the packages have been entered, at some time or other, in one of the All-America Package Competitions. This would serve to indicate that they were true redesigns—sufficiently thorough departures from earlier packages to justify a substantial measure of pride, on the part of those who had created them, at the moment of their creation. The problem has, therefore, been to examine just what happened to this random group of packages in the period of time which has elapsed since each was placed upon the market.

Some 300 packages were originally selected, at random, from the 1934, 1935 and 1936 Package Competitions and from non-Competition packages which had been reported upon in MODERN PACKAGING during the same years. Subsequent eliminations, where data as to performance of the package could not be secured from the manufacturer, or where the package or product had been

dropped from the market for reasons quite apart from its own success or failure as a package, brought the number of case histories down to 216.

Of these 216 packages, the average package, at the time of this survey, had seen 31 months of market service. Two hundred and ten were still in use. Six, representing less than 3 per cent of the entire group, had been dropped or superseded, in whole or in part, because of failure of the redesigned package to accomplish its sales purpose. Thus, on a non-numerical basis, it might safely be said that these case histories indicate that package redesign *has paid* in substantially *over 90 per cent of those cases in which a serious attempt at redesign was made!*

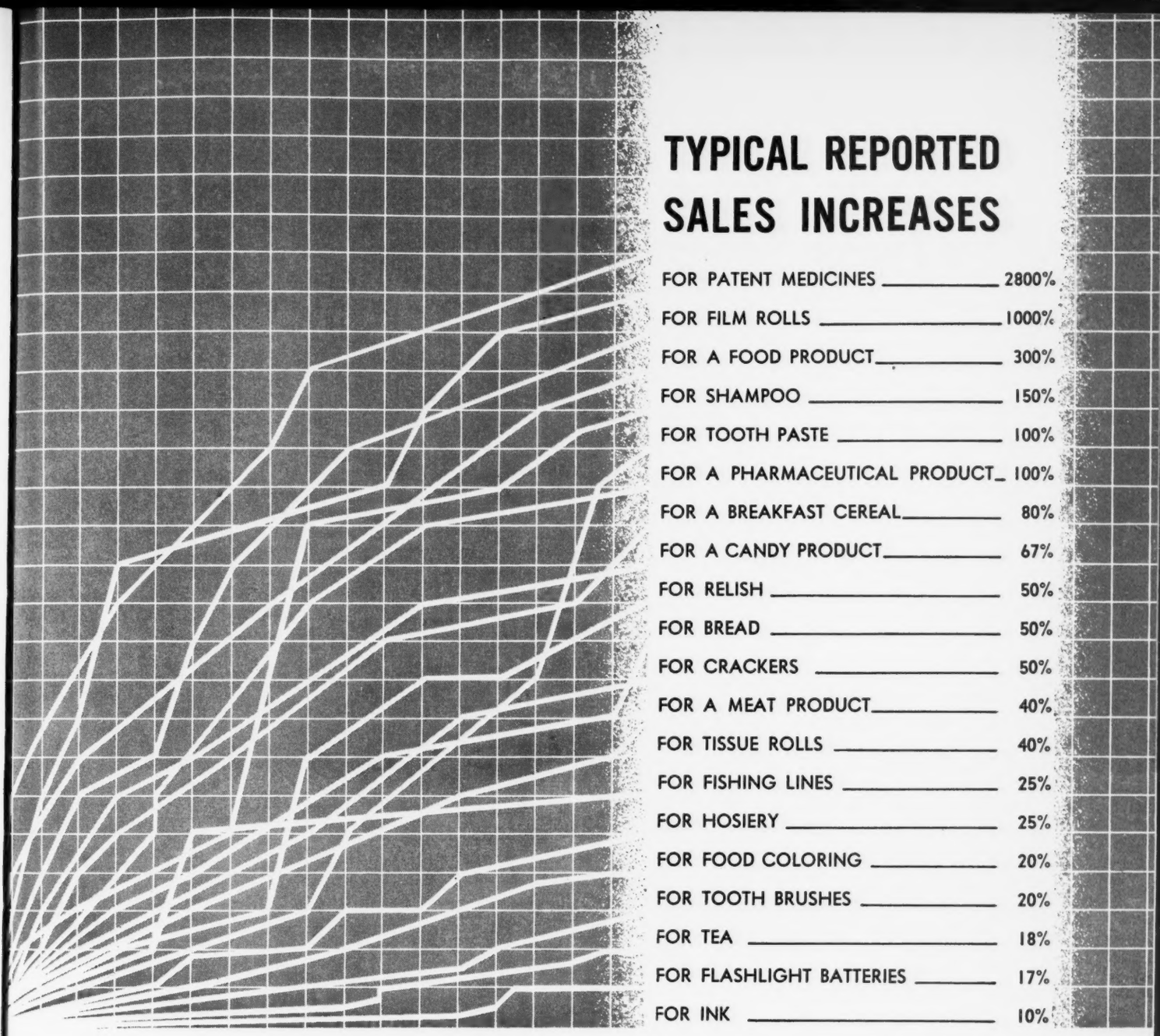
An attempt to elaborate these figures on a numerical basis must, naturally, prove more difficult. While some firms readily report sales increases averaging all the way from 4 or 5 per cent to as high, in one instance, as 2800 per cent, others are naturally reluctant to attempt a breakdown of sales increases or decreases and to ascribe any given portion to the package change itself. Thus, the International Salt Co. reports as follows: "There is no doubt that the new Sterling package in 1934 did contribute in a large measure to a worthwhile increase in sales. However, the package was introduced by a thoroughly planned and complete merchandising and advertising campaign so that the actual increase of approximately 25 per cent in sales, for the first 12 months, was due to a combination of new package, new merchandising plans and new advertising."

The same opinion is shared, by a leading packager of a large and varied line of merchandise, in the following statement referring to a complete line of packages: "For various economic reasons, sales have increased since the repackaging has gone into effect, but the amount of credit for this due to better packaging can only be a matter of opinion, not of actual percentage. The pride and enthusiasm for the merchandise, when presented in better manner, both from the sales force and customers, has undoubtedly had its good influence on sales."

Apart from direct sales increases, three other measures may be set up for judging the success of a package. Although these are non-numerical, they can, when properly evaluated, provide an even better indication of just how the package has fared. Response to the question, "Any noteworthy consumer reaction to the new package?" proved almost universally favorable. Such comments as, "Consumers have generally expressed pleasure over attractiveness and quality feel of new packages," "Reports from consumers indicate that because of a standard package design, they are able to readily identify the packages and avoid substitution," are typical of the detailed answers received to this question.

Consumer reactions are particularly notable when some change has been made in the construction of the package, adding to the convenience of the product in use. Thus, the Kin-O-Lux motion picture film package found favor with consumers because it incorporated in its redesign the means of classifying films, making it easier for the consumer to find the required film when desired. The Fellows Gear Shaper Co. reports that its new package for the Fellows Cutter, a machine tool accessory, is appreciated by the consumer because it permits him to store tools with less danger of damage. The Kuner-Empson Co. found an extremely favorable response for a new ketchup bottle, with a lowered center of gravity and a broadened base, which would not tip over in the ice box. The RCA Manufacturing Co., Inc., received hundreds of complimentary letters from dealers and consumers on its "sealed at the factory" radio tube packages.

Even more numerous are the instances in which consumers have approved the way in which the new package has aided them in recognizing the trade mark or in avoiding substitution. This has been true both in the case of packages where the avoidance of substitution has

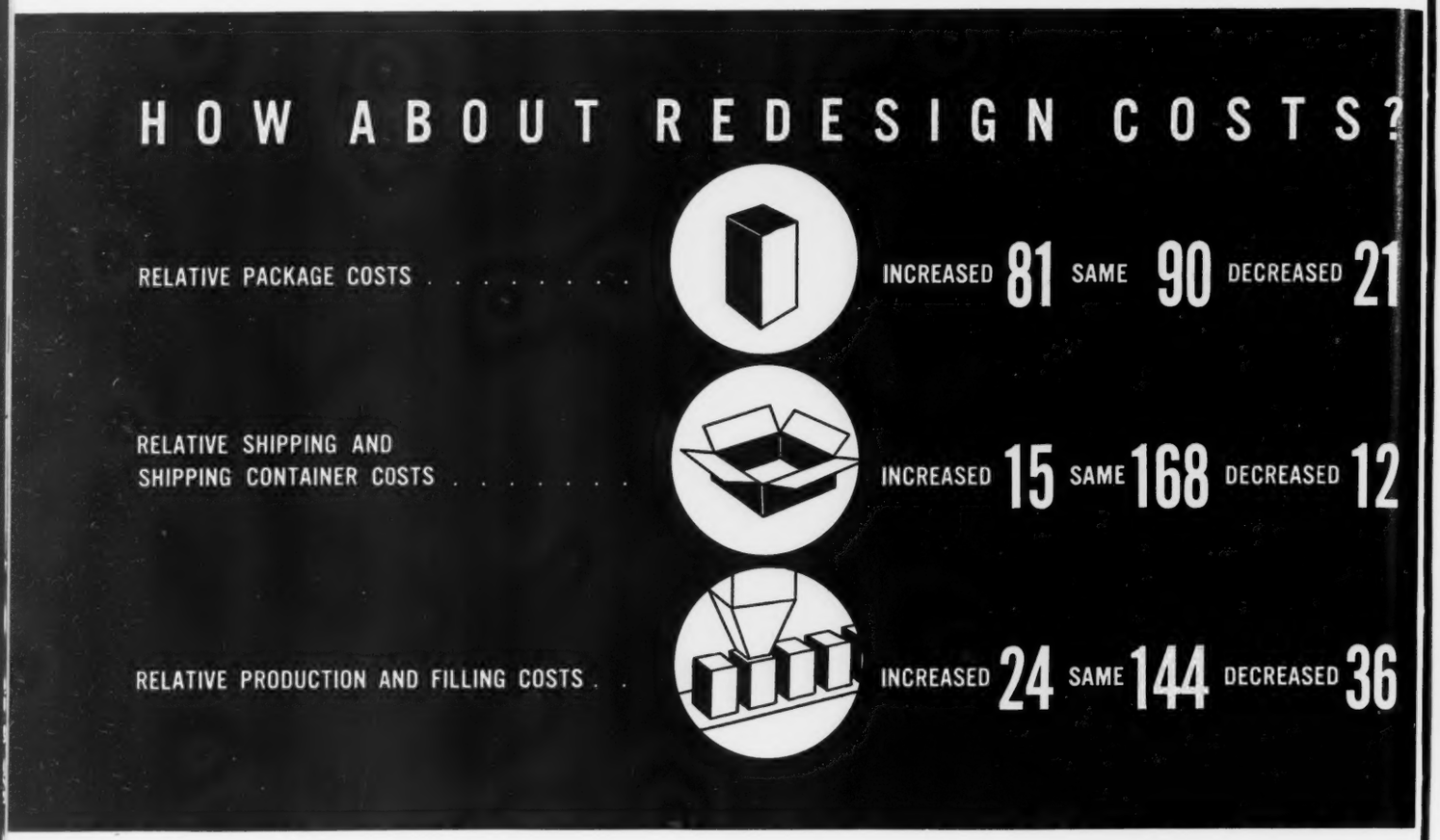


been made possible by some tamper-proof feature, and in instances where the emphasis has been placed upon more easily recognizable identification features, particularly trade names and trade marks. Thus, a major dog ration manufacturer, Chappel Brothers, Inc., reports that consumers showed no hesitancy in purchasing the new package because the product is more easily identified. The same experience has been had by the makers of La Choy food products whose "exclusive and copyrighted design facilitates recognition and precludes substitution." Particularly in cases where an entire line has been redesigned has the introduction of recognition features proved of major importance. Thus, Kingan and Co. reports that "because of a standard package design, consumers are readily able to identify our packages and avoid substitution."

In the case of dealer reaction to new packages, a favorable response has been even more overwhelming, perhaps because dealers are in a better position to express their opinion and are more likely to formulate them in clear and precise terms. The display value of the package is one of the first things that dealers look for, and calls forth reports such as "goods are given better display space since the new package was introduced" (Loma Linda Food Co., Inc.), or "the new package eliminates the cost of display fixtures as the carton can be worded out to make a very attractive display" (Chip-ee Manufacturing Co., Inc.).

With the RCA tamper-proof tube package, the same feature which attracted consumers, has likewise attracted that class of dealers which the company prefers to have on its rolls. "Reputable dealers," reports RCA, "were highly enthusiastic since it practically eliminated the used-tube-in-new-carton racket."

Interesting, indeed, are the few instances of unfavorable dealer reactions reported, as they indicate how extremely careful the designer must be to anticipate reac-



tions that would not logically be looked for unless the problems of the dealer are very carefully considered. Thus, the Peerless Cracker Co. reports "Smaller dealers objected to the larger package, saying it took up too much shelf space." In this case, a favorable consumer reaction had been experienced due to the package change, and large dealers, with their eyes on the sales chart, had willingly accepted the larger package. In another instance, that of a sanitary napkin package manufactured by The Sitroux Co., Inc., dealers were of the opinion that the new package was too attractive because of the nature of its contents.

The effect of the package on the sales force is likewise difficult to measure with exactitude. Nonetheless, in a preponderant number of instances, in which the effect has been favorable, it has been found that the mere fact of package change often generated substantial enthusiasm which served to carry the package on a wave of selling through its difficult initial period. The Checkerberry package of the New England Confectionery Co. provoked "renewed interest and attempts to sell Checkerberry where it was never sold before." Such statements as "new package has taken down sales resistance about 25 per cent," or "new package increases salesmen's efforts to make sales," are typical of the majority of responses received from various organizations.

Value of the package change may sometimes be expressed in terms of costs, although in the majority of instances, the redesign of a package does not invoke a decrease in cost. This may be due, in many instances, to the introduction of special features on the package such as added protection for the product, added convenience in use and reuse value of the package itself. All too often however, an increase in costs seems to be due to an overenthusiasm generated among the package planners during the process of redesign. One manufacturer reports "We were lucky to have one cynical bird among us who questioned every proposed addition and who held us down to a point where, with the new package, we could enter into real competition on appearance and utility without losing out on price." In many instances, however, replanning of a group of packages has permitted the accomplishment of a number of economies. Thus, one leading packager reports, "Repackaging the merchandise means an initial cost for new printing plates. With this plate cost out of the way, the new packages, in most cases, are definitely less expensive to print than former ones, especially because fewer colors are used, also, because of arranging the merchandise into 'family groups,' a larger series of packages can be gauged and run off at one time. Plate costs for the new packages are less than the plate costs for the old packages because they are much simpler (no fancy pictures and hence engraving costs are much less)."

In many instances, the substitution of a more modern type of closure or a redesigned label, made principally because of a desire to achieve a better appearing package or a more serviceable one, has (*Continued on page 110*)

protecting

PACKAGE DESIGN

by WENTWORTH WEEKS

WHEN THE JOHN JONES MANUFACTURING Co. develops the perfect package, perfectly designed for the Jones' problems of merchandising and distribution, Mr. Jones seldom realizes that even after paying the designer's fees and the cost of production he must be prepared to fight tooth and nail to retain the right to use the package.

This is the new dimension of packaging—literally a fourth dimension, which cannot be measured by the ordinary rules of merchandising, manufacture and distribution. A package may be the best possible from all merchandising angles, the most perfectly fitted to production routine and the protection of the product, ideally adapted to dealers' problems and carefully styled for customer convenience—and yet be valueless to the manufacturer if it cannot be protected against competition, or if it leaves him vulnerable to the rulings of the various Government bodies whose fingers are inserted in the mercantile pie.

When packaging enters this dimension it may be dignified by the adjective "protective," for its primary purpose becomes the protection of the manufacturer against his own mistakes and misunderstandings. Protecting him, first, by making certain that his rights to the package design he proposes to adopt are susceptible to protection by the available legal processes. Protecting him, second, against contravening of State or Federal laws of whose existence he may be unaware, of whose articles he may be misinformed and of whose force he may be ill-advisedly contemptuous. In short, protective packaging consists of the development of a package design which may be protected with the minimum of expense and energy on the part of the manufacturer. For not only must the design have been developed with due thought to the rights of others and the restrictions imposed by State and National bodies, but having been developed, it must then be protected by ever continued vigilance.

There are certain means of obtaining legal protection of the manufacturer's rights, but most manufacturers are amazingly ill-informed upon the extent of this protection and the methods by which it may be obtained. Few realize that this protection is passive rather than active.

No property right arises solely from registration. It is established by continual commercial use and exploita-

THEORETICALLY PERFECT PROCEDURE FOR PROTECTIVE PACKAGING

BE SURE YOU'RE RIGHT—

1. Make a search of the trade mark and trade name to avoid infringement. If possible, make additional searches in the Patent Offices of the individual States, as well as the U. S. Patent Office.
2. Make a survey of directly and indirectly competitive products to avoid Unfair Trade Practice.
3. Review all material to be utilized from the viewpoint of interested government bodies.
4. Incorporate as many supplementary distinctive features as is possible.

THEN GO AHEAD—

1. Register trade mark or trade name in the U. S. Patent Office and if possible in the Patent Offices of the various States where it is to be sold.
2. Copyright all labels, cartons or containers and display material as commercial labels or prints in the U. S. Patent Office.
3. If such copyright is refused, copyright them with the Library of Congress. Copyright all text material there.
4. Secure a Mechanical Patent, if possible of the construction of each container, closure or display.
5. Secure a Design Patent, if possible on the design of any and all of these elements.

THEN WARN—
THEN PROSECUTE

Protecting the Package

1. Many types of product must have the exact content specified, with penalties for inaccuracies in filling and weighing. **2.** The trade mark should be registered and marked *Registered in U. S. Patent Office* if damages are to be collected from infringers for any time prior to official notification of infringement by mail or in person. **3.** This claim would not be allowed; nothing is perfect in the eyes of the Food and Drug Administration or the Federal Trade Commission. **4.** The use of a special form of company name, or the incorporation of a general trade mark with that name, is of assistance in protecting the manufacturer's rights from competition. **5.** The statement *Printed in U. S. A.* as well as *Made in U. S. A.* is required for product and for the label, container or display if the merchandise is to go outside the borders of the United States. **6.** The descriptive copy or directions may be copyrighted with the Library of Congress. **7.** The entire container, spread flat, should be copyrighted or registered with the U. S. Patent Office in the print or label classification and marked accordingly with the symbol and company name with date. **8.** A special construction or closure should be patented and a novel shape protected by a design patent.

tion. In other words, a trade mark or a package design bought and paid for by the manufacturer actually does not become the exclusive possession of the manufacturer until it has been used consistently, and even then he must make his own defense by entering complaints against infringements and imitations.

Subsequent registration in the United States Patent Office merely establishes prima facie evidence of ownership. The Commissioner of Patents is not a policeman and if any company's presumptive rights are endangered, that company is the one who must go to the courts to defend them. The available legal protections merely mean that a claim has been staked out and a warning posted to claim jumpers—that it is entitled to appeal to a court of law. The rest is the concern not of the Government, but of the individual company involved—and of protective packaging.

In order to claim any rights whatsoever the manufacturer must first make certain that what he proposes to use can be legally his. There are certain elementary precautions to be observed. Too few manufacturers are familiar with them and far too few observe them in their entirety. Naturally he cannot legitimately use what is already the property of someone else or any material which might seem to infringe upon the rights of another unless he is prepared for conflict.

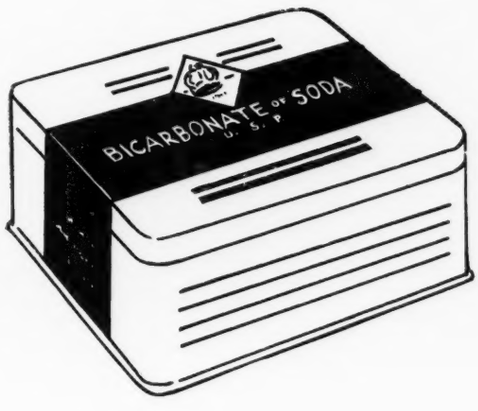
There are restrictions upon motifs. He cannot obtain registration upon any designs containing immoral or scandalous material or which involve the flag or coat-of-arms or other insignia of the United States, foreign nations or individual States. He cannot obtain the use of names or distinguishing elements of insignia used by institutions or clubs incorporated in any State in the Union at a prior date. He cannot use the names or pictures of living persons except by the consent of the individual, nor may he use the portrait of any President of the United States during the life of his widow without receiving her consent.

Whatever symbols or wording he uses must be acceptable to any Government bodies exercising control over his particular type of business or the products which he manufactures. If he does not take this precaution, one mis-step may not only result in confiscation of merchandise shipments or the destruction of all labels, cartons and enclosures bearing the offending material, but his basic rights to the non-offensive elements of his design may be seriously impaired, if not completely wiped out of existence.

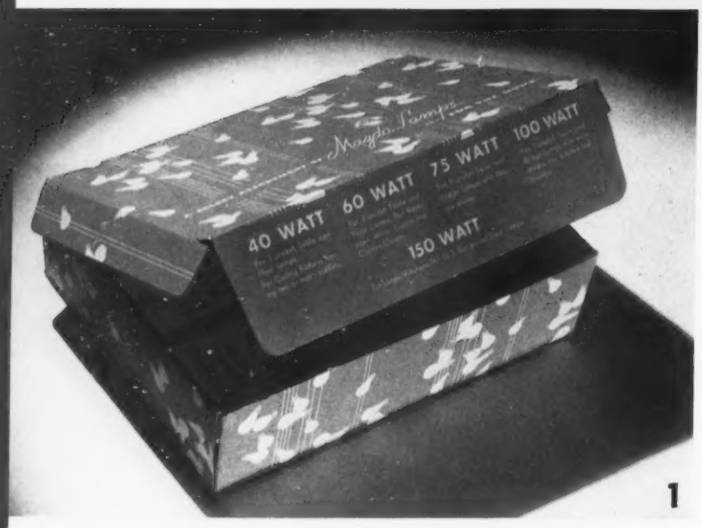
A clean "Bill of Health" from one Government department has no effect upon the rulings of another. That is, a trade mark or a design may be registered and found acceptable by the Patent Office which the Bureau of Animal Husbandry or the Food and Drug Administration or the Federal Trade Commission may consider misbranding. Similarly, the Federal Trade Commission may claim unfair trade practice in the design of a package which meets with the entire approval of the Food and Drug Administration or a similar body. The several States are frequently at variance with Federal bodies, although it is true that they are in most cases more liberal in their interpretations.

These departments are so numerous and their scope of control is so widespread that any manufacturer is helpless without competent advice. It is obviously impossible for the most expert patent attorney, experienced in the Patent Office law and practice, to be familiar with all of the regulations and interpretations of the other Governmental bodies whose rulings are of equal or greater importance. The Post Office Department applies restrictions to all matter passing through the mails. The United States Customs places restrictions upon material designed for international distribution. The Federal Alcohol Control Administration insists upon a submission of all labels for approval, and this is frequently backed up by the laws of the departments of individual States. In the (*Continued on page 92*)

These two packages, seemingly entirely dissimilar in design, might be held to represent unfair competition by a jury. If we assume that a sodium bicarbonate is packed under the name, Sodabicarb, another manufacturer is at liberty to put out the sodium bicarbonate labeled as such without infringement. But if the type of container used, as illustrated, is the same; if the name is carried in a manner in the slightest degree similar, as in the reverse type illustrated; if the colors are the least bit similar, as brown and orange and black with yellow—these various facts, taken together, could constitute effective grounds for a suit by the manufacturer of the original product.



PACKAGING



1

1. General Electric Co. adopts an attractive new carton to encourage electrical dealers and lighting companies to sell six lamp bulbs at a time and to make available a variety of sizes of bulbs. Complete instructions for correct lighting are placed on front cover tab and carton bottom to encourage use of an ample quantity of wattage. Cartons manufactured by Gair Cleveland Cartons, Inc.

2

2. To encourage dealers to display product rather than container, the Bauer and Black Co. presents its Bracers in transparent envelopes that duplicate the design on the box face. Envelopes manufactured by the Traver Corp.

3

3. The shipping container and carrying case adopted by the Michigan Wire Goods Co. for its Gridirons solves a problem of merchandising by providing picnickers and campers with a means of carrying an otherwise awkward product in a convenient manner. Manufactured by the Fort Wayne Corrugated Paper Co.

4. The use of grape clusters produces an eye-catching design for the new gallon and half-gallon wine jugs produced by the Hazel-Atlas Glass Co. The overall height has been held to 12 inches to conform with standard shelf heights. A


4

larger than average opening is provided to facilitate carrying and a bead is supplied below the finish to hold a viscose seal in place when its use is desired.

5. The Virginia Dare Cook-Aid kit offers a complete line of seasonings in attractive Salem Glass containers of matching design and packed in a convenient box for the pantry shelf. Designed by Egmont Arens. The bottles utilize closures by Phoenix Metal Cap Co.

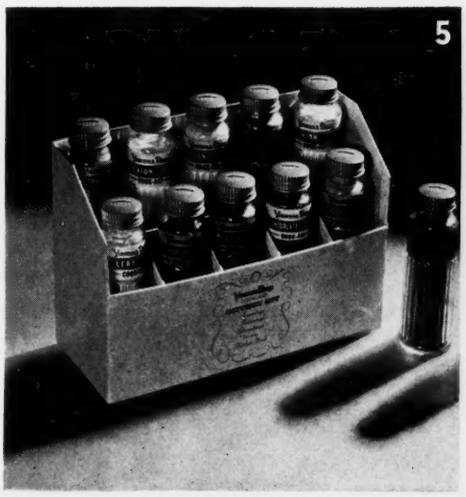
6. Departing from the conventional style mayonnaise jar, the Shefford Cheese Co. now utilizes a new light weight jar topped with white coated caps, both produced by the Owens-Illinois Glass Co. Interesting to note is the placement of the label which affords greater visibility of the product.

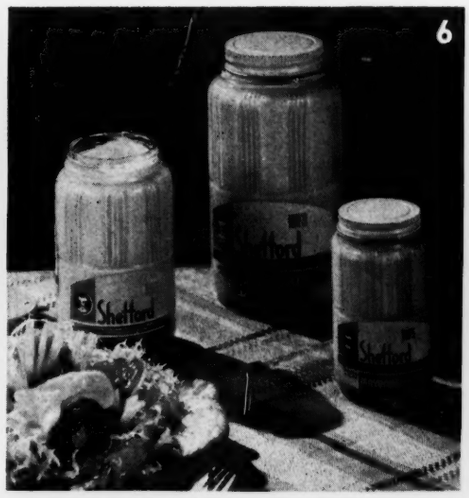
7. A "sure-grip" fluted design characterizes the new containers for Wildroot Company's new triple action hair tonic. Designed and produced by the Owens-Illinois Glass Co.

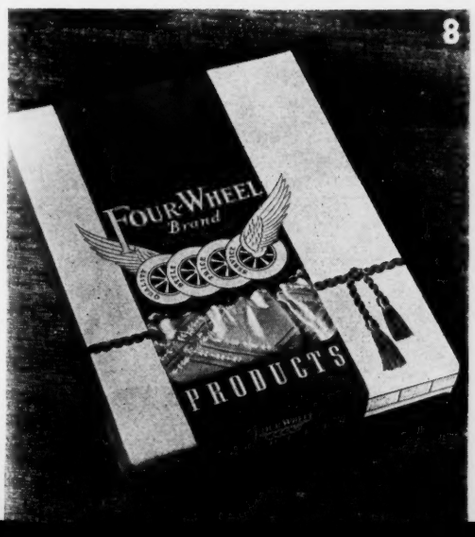
8. Transparent window cartons offer excellent product protection and quickly reveal the color and quality of Pilzer Bros. bedspreads. Note how the design focuses the eye onto the window portion of the unit. Designed and produced by Robert Gair Co., Inc.

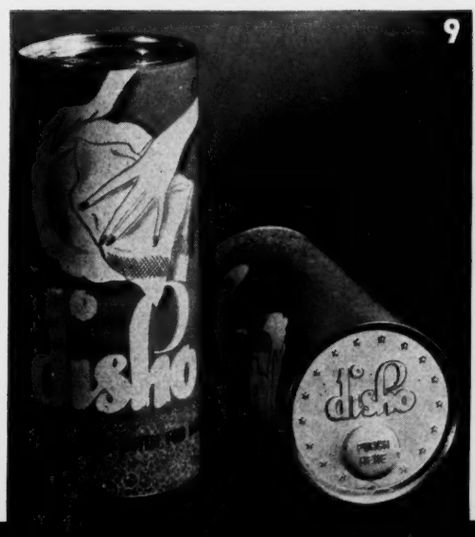
9. Following a study of consumer preferences, the M. Werk Co. adopted a smart fibre can in a striking cerise and blue color combination for its Disho, a dishwashing soap product. Note how the trade mark has been carried onto the embossed metal cap. Fibre cans by the American Can Co.

10. Erasmic Old London Lavender toiletries, recently introduced to America, appear in glass containers of simplicity and charm. Display appeal is achieved through the use of harmonious purple molded caps, supplied by the Closure Division of the Owens-Illinois Glass Co.









Certain words . . . newspaper men call them "color" words . . . sometimes take on shades of meaning conveying an impression quite apart from that which they originally defined. One such word in the packaging field is the term "stock," which, to all too many packagers, has come to mean something destructive to individuality and distinction. In this article and through the medium of its accompanying illustrations, Modern Packaging wishes to lay, once and for all, the superstition that [illegible] stock glass container should be avoided if a package is to [illegible] individuality, distinctiveness, suitability to its product and eye-appeal. We are indebted to the Hazel-Atlas Glass Co., whose new [illegible] jars have been used as the basis for this demonstration, for [illegible] data and helpful information.

INDIVIDUALIZING STOCK JARS

THERE IS ONLY ONE DIFFERENCE BETWEEN A stock jar and a private mold jar. That is the difference implied by the names, and just as a private mold jar may be good or bad in accordance with the quality of thought and workmanship that has gone into its design, so, too, do stock jars differ from each other and include within their general group everything from the worst of bottle-maker's nightmares to packages fit to compete with the finest containers of any type.

The all-important thing to remember is that when you or your designer select either a stock or a private mold glass container, you have only started on the road to a sound package design.

How, then, may one judge the suitability of a stock container? Obviously, the same test should be applied here as in the case of the private mold container. If we list these essential requirements, we find the following:

1—Labelling—The jar should be so shaped as to be adaptable to any automatic labelling machinery. The label space should be of adequate size to handle any reasonable label, and of such form that a variety of label shapes can be used.

2—Finish sizes—Finishes should be carefully studied in the light of both the filling and the emptying of a variety of products.

3—Mechanical handling— (*Continued on page 102*)

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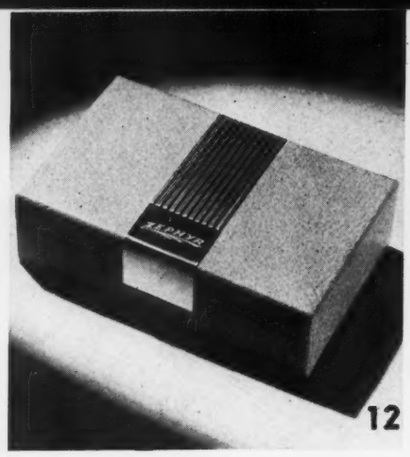

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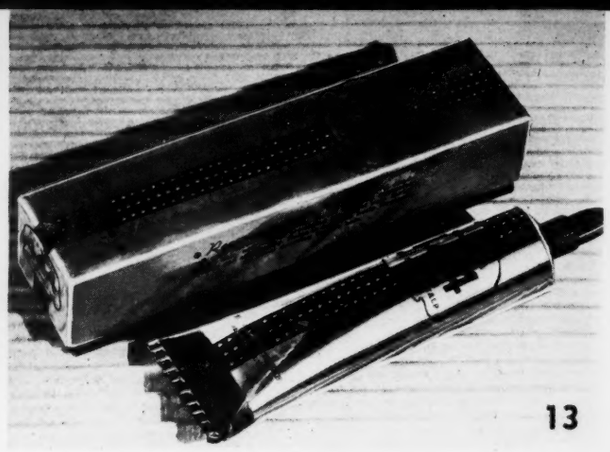
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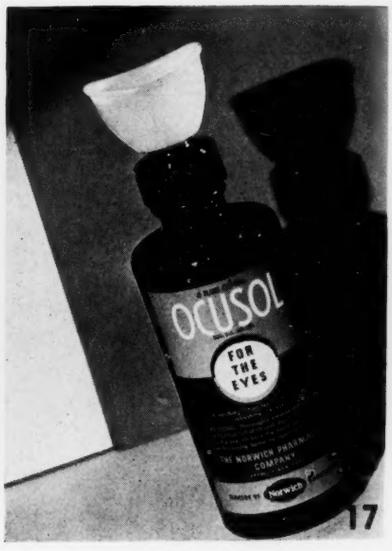

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11. Ease of selection is provided both dealer and consumer by correlating the color of the carton with the color of the contents in the new Color-Glo table bowl packages of the West Bend Aluminum Co. Made by the Molitor Box Co.

12. The Zephyr electric shaver is presented in a reuse container of simple yet distinctive design. The use of a metal clip panel converts the set-up paper box, made by Ferdinand Buedingen Co., into a sturdy and practical permanent housing for the razor and cord set unit.

13. Designer Norman D. Waters has capitalized upon the silvery surface of the tube of Formula 444, a scalp ointment, by providing a silver foil carton of matching appearance and thus enhancing display and remembrance values. Cartons are the product of Harry Fleisig Paper Box Co.

14. The replacement of an old label with a decalcomania application, in which the contents of the bottle serves as background for the trade name "Los Olivos," is reported to have produced a surprising and unexpected increase in sales for the Seville Olive Co. Jar and label were provided by the Owens-Illinois Pacific Coast Co., the white of the labels matching the Anchor closures.

15. The use of a photographic reproduction of a real ear of corn as a design theme supplies eye-appeal to the packages for Mor-Fun popcorn. The varnished label on a Sefton fibre can makes the package air-and moisture-resistant.

16. Mohawk Liquor Corp. is now presenting its Rock and Rye Liqueur in an Owens-Illinois bottle with a plastic jigger drinking cup supplied by Armstrong. The gold foil label, by Foxon Co., is printed in red and black.

17. The Ocusol eye lotion package utilizes a Durez molded cap, with attached plastic eye bath, to promote convenience in use. The user is provided with a light weight, rust-proof and non-shatterable eye bath which cannot become separated from the product. Closure and bath are molded by the Colt's Patent Fire Arms Mfg. Co.

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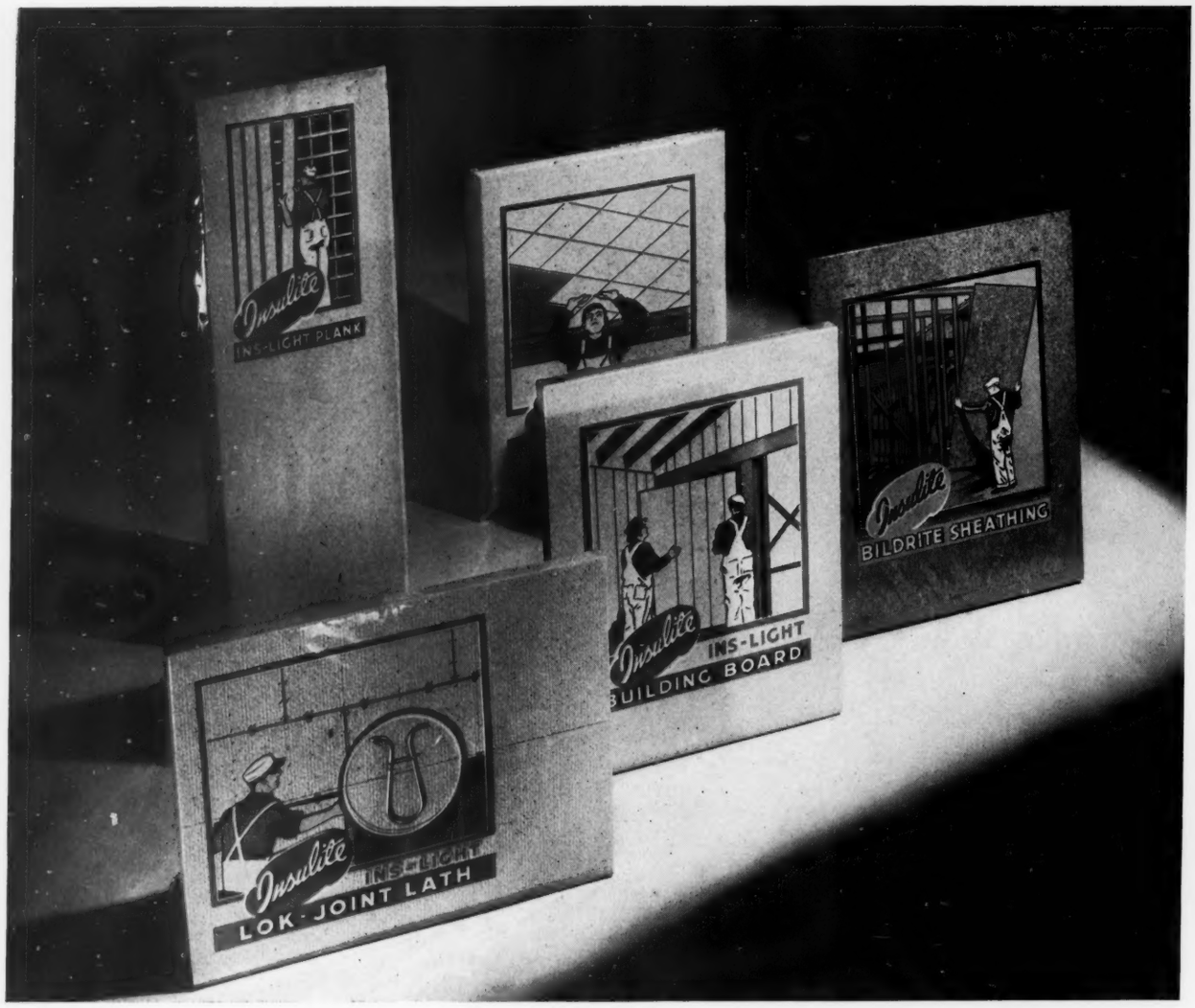
18. With all the humdrum and dreary designs that have typified vanilla extract packages for years, the new gallon and 4-oz. sized containers for King's extract are decidedly refreshing. The gallon size is sealed with an Armstrong embossed-top cork and the 4-oz. bottle with an Armstrong tapered cork.

19. A new water normalizer, Calgon, is designed by Lawrence Gayda to tell the story of its purpose as well as to have eye-appeal. A foil-coated fibre can, with metal ends is used, being filled through the bottom and sealed with a friction plug. A pouring spout, on the top of the can, held in closed position prior to use by a small strip of adhesive-treated transparent cellulose, protects the product against moisture until the sealed spout is opened by the consumer. Containers by the American Can Co., labels by Reynolds Metals Co., Inc.

20. Distinctively styled individual shipping containers, designed by Morris Sanders for Schenley's Black and Red Label half-gallon bottles of whiskey, offer excellent protection plus product identification. Produced by the Inland Container Corp.

21. Encased in a distinctive hinged-cover box, eight Kimble glass vials of Almay face powder make an appealing display of sample shades.



Each illustration demonstrates the manner in which the product is applied to a wall and its appearance when installed. This effect is achieved by permitting the product to show through transparent portions of the illustrations printed upon the wraps.

NO LONGER JUST A "WHAT'S IT?"

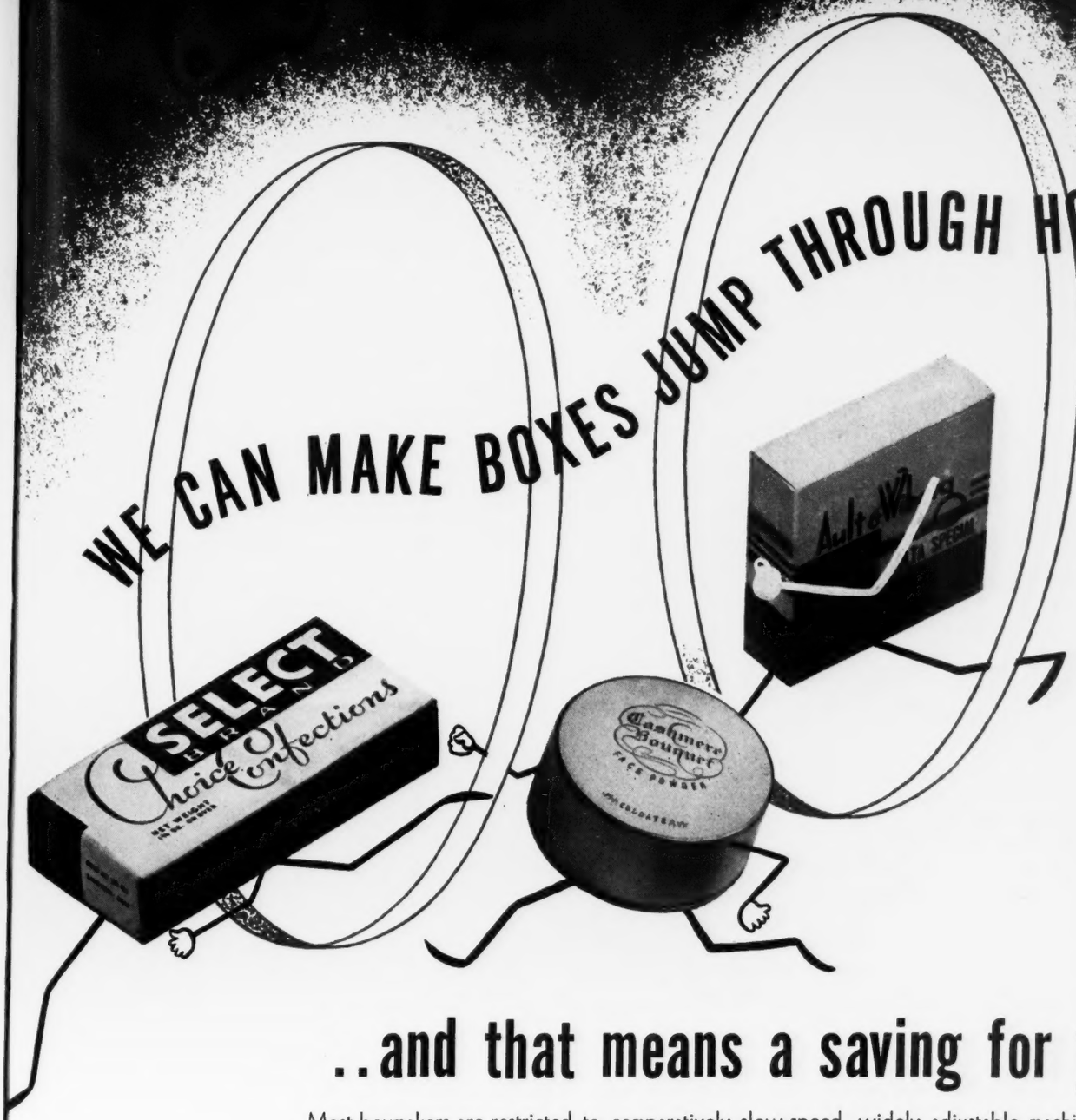
MANUFACTURERS OF BUILDING SUPPLIES HAVE long found difficulty in solving their problems of display and sampling. Such materials as wall-board and acoustic tiling are not only bulky but fail, by their appearance, to convey completely the idea of their full beauty and utility when in use.

In seeking a way around this dilemma, the Insulite Co. called upon the designing staff of Milprint, Inc., for a series of Protectoid wraps for wall-board samples that would convey an attractive impression of what the product looks like when installed, and of how simple the process of installation really is. In addition, these wraps were, of course, expected to protect the porous materials against soilage, both in the salesman's kit and in the architect's or builder's files.

The solution was found in a series of multicolor printed wraps which utilized the board itself as background for outline drawings demonstrating the manner of use and appearance when used. Thus, in one instance, workmen are shown lifting a panel into position for erection upon a wall while, in another case, the appearance of ceiling-installed tiles is shown by an outline drawing through which the board appears. In one instance, even the wire device by which a certain type of installation is to be secured is shown actually attached to the board and incorporated into the design pattern of the wrap.

The company reports excellent results, both in the case of salesmen-supplied samples and of those which are distributed direct by mail.

WE CAN MAKE BOXES JUMP THROUGH HOOPS



..and that means a saving for you!

Most boxmakers are restricted to comparatively slow-speed, widely adjustable machines. They must be because they work on a comparatively small scale and highly specialized machines would lie idle, eating their heads off in overhead, in most plants.

But the BURT plant is different. So much business has come our way in years past . . . because of Burt service and Burt quality . . . that we can afford to feed special machines, machines that turn out finer boxes like bullets from a machine gun.

They're expensive machines. And their like exists nowhere outside the Burt plant. For Burt designers and engineers invented them to meet your needs.

But with them, we can make boxes jump through hoops. We can take a rush order that would stymie another plant for a week . . . and turn it out in days. We can gain all the economies of completely mechanized production without paying the piper for idle time, changeover time or any one of thirty other kinds of waste.

In short, we can do a job for you no one else can do. And, as a good business man, you're going to get in touch with us . . . at least to challenge our claims . . . soon. In fact, why not now?

BURT
TRADE MARK

F. N. BURT COMPANY, INC.

500-540 SENECA STREET, BUFFALO, N. Y.

NEW YORK CITY—630 Fifth Avenue, Room 1461

CHICAGO
919 N. Michigan Ave.
Room 2203

PHILADELPHIA, PA.
A. B. Hebeler
P. O. Box 6308
W. Market St. Sta.

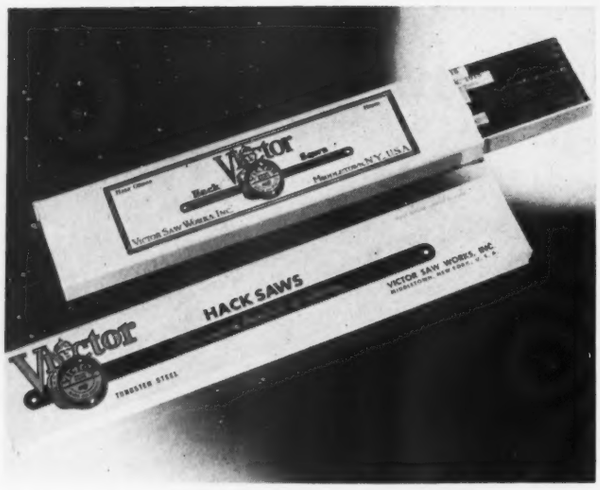
BOSTON
702 Beacon St.

CLEVELAND, OHIO
W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio

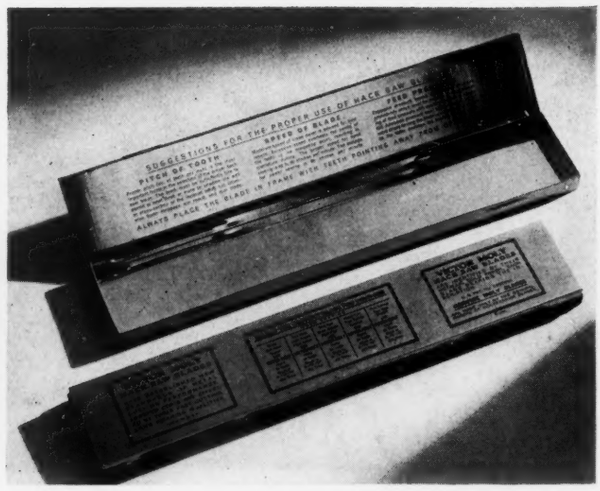
SOUTHERN OFFICE
Frank D. Jackson
2150 Washington Ave.
Memphis, Tenn.

CALIFORNIA OFFICE
Louis Andrews, Hamilton Club
Grand Ave. & Wilshire Blvd.
Los Angeles, Calif.

Canadian Division—Dominion Paper Box Co., Limited, 469-483 King Street, West, Toronto 2, Canada



The new hack saw blade packages are fabricated of metal sheet and decorated in three color lithography, the color scheme being varied with each line. Note the contrast of design between new and old and the increased value for reuse.



The use of decorated metal has permitted the inclusion of instructions and data for the proper use and proper selection of blades as an integral part of the package itself. Such data was formerly supplied separately or as an insert with the package.

HACKING AWAY AT TRADITION

AN INTERESTING EXAMPLE OF THE FAVORable results to be achieved when close cooperation exists between the product manufacturer, the independent package designer and the development department of the package supplier may be seen through an examination of the new packages developed for Clemson Bros., Inc., and its subsidiary the Victor Saw Works. In this case, the function of the independent designer was taken by the art and merchandising department of O. S. Tyson and Company, Inc., advertising agency for the Clemson firm, who worked in close cooperation with the designing and manufacturing divisions of the Continental Can Co.

The traditional package for hack saw blades has been a sleeve-and-slide type of set-up box. Those used by Clemson and Victor had grown antiquated in design with the passage of time, and about a year ago it was decided that a new package would be desirable from the point of view of sales appeal. The study of new designs was, however, not restricted merely to surface decoration, but started from the ground up with a choice of package materials and package construction.

"Formerly the cardboard boxes," reports Oscar S. Tyson, "frequently arrived in damaged condition. Also, if packed tight they were hard to open. If packed too loose they not only broke out in shipment but were subject to the bottoms falling out during handling, due to weight of blades, if not grasped tightly. The boxes also became scratched, curled due to dampness, often split, and were thrown away when empty."

To overcome these shortcomings, a study was made of metal boxes and a type of box developed which was grease- and moisture-proof, protected blades to a greater degree, displayed the blades to more advantage, had definite merchandising features of marked sales value, and was more easily opened and closed. In addition, the new boxes afforded an after use value of particular interest to mechanics and shop workers. Such boxes are frequently retained by tool users for holding bolts, screws, nuts, rivets, etc., and it was felt that many amateur home craftsmen would likewise find use for these boxes as containers for pencils, fish hooks, flies, etc.

The new containers afford certain convenience features for the retailer as well. They occupy less shelf space, are sturdier, are easily wiped clean and permit much more speedy display of the product within.

The use of lithographic decoration and the sturdiness of the box have permitted the introduction of a number of panels of blade data and instructions for use, which a survey of consumers has indicated to have marked merchandising advantages. On the inside of the box is found a series of suggestions for the proper use of hack saw blades, while the bottom of the container carries instructions for the selection of the correct blade for each type of use and cross indexing charts listing the various types of blades available.

For the four major blades of the two companies, four different designs were manufactured, but the integral merchandising features have been retained throughout and the advantages of the metal hinge lid box have likewise been applied in all four cases.

It is regrettable that the new designs do not mark as great an advance over their predecessors as does the new box construction and the informative merchandising panels on inside cover and back.

Lustrous Molded Caps

ADD A DISTINCTIVE TOUCH TO SMART MODERN PACKAGES

PACKAGES designed to win instant feminine acceptance need that "extra touch of appeal" that can be gained through the use of lustrous Armstrong's Artmold (molded plastic) Caps.

Artmold Caps are molded with a rich lustre that appeals to feminine eyes—and a smooth, satin-like texture that is exceptionally pleasant to the touch. They are available in graceful standard designs that harmonize with the lines of modern glass containers—or, they may be molded to specification for your individual requirements. Colors may be selected from a wide range of brilliant hues and pastel tints.

In addition to their appearance values, Armstrong's Artmold Caps form dependable seals that safeguard your product against leakage and evaporation. Give your packages additional appeal with Artmold Caps. Write today, for complete information, samples, and prices. Armstrong Cork Products Company, Closure Division, 916 Arch St., Lancaster, Pennsylvania.

THERE'S AN ARMSTRONG CLOSURE FOR EVERY SEALING NEED

Armstrong's
ARTMOLD CAPS

SOME TYPICAL SECTIONS

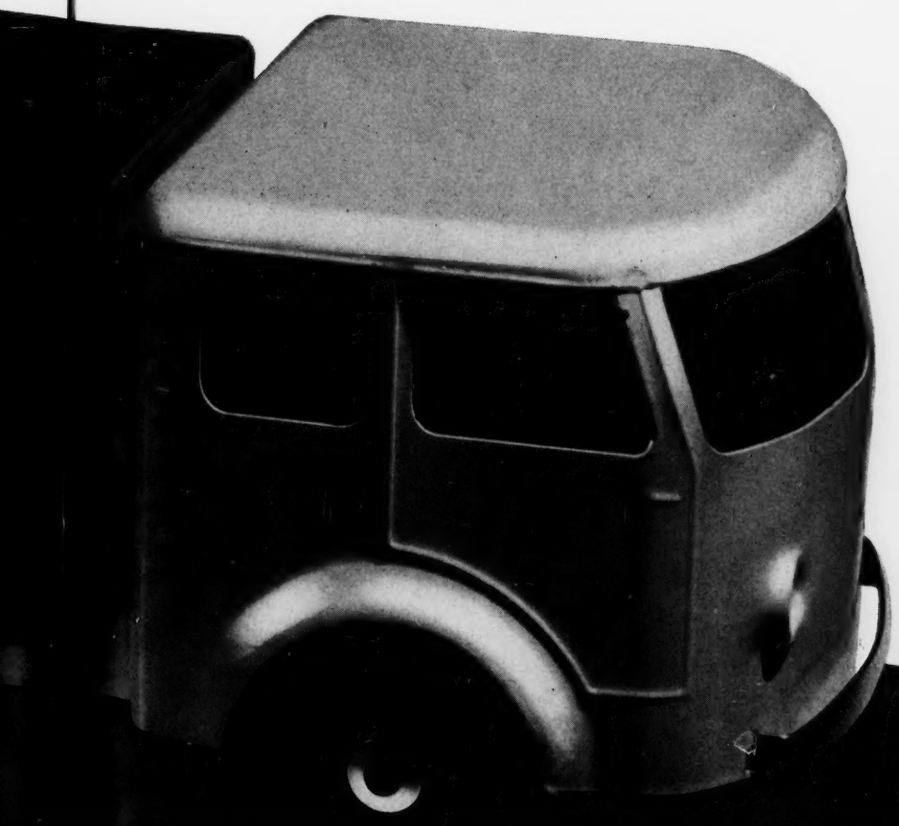
Design principles	23 pages	Labels and seals	
Paper boxes	71 pages	Plastics	
Bags	23 pages	Displays	
Wrapping and ties	47 pages	Machinery	
Metal containers	29 pages	Printing	
Glass containers and closures	43 pages	Shipping	
		Cellulose containers	

It's Coming

THE LARGEST, MOST COMPLETE, MOST USEFUL AND INFORMATIVE GUIDE TO PACKAGING EVER PUBLISHED

The 9th Edition of the

PACKAGING CATALOG



- 544 pages . . . even larger than last year's great issue
- For Canada—a special section complete with directory and buyers' guide
- Hundreds of samples, tip-ons, inserts, swatches
- Hundreds of text pages written by experts in every field of design, production, display and merchandising
- Largest and most complete directory section lists every known supplier of everything a packager may ever use

TIC CATALOG
IN JANUARY
E, N. Y. C.

The traditional metal-handled oil can assumes a completely new appearance when treated photographically.

WHO SAYS "THE FORGOTTEN FARMER?"

BACK IN THE DAYS OF THE CROSSROADS STORE, merchandise unsalable elsewhere was sold to farmers. Not so today, when some of the finest packaging jobs are created for items sold exclusively to farmers. Between the auto, radio and his own rising standards, the farmer has forced package suppliers to approach him with a new respect for his intelligence, taste and good common horse sense

Horse sense, in particular, was what the Standard Oil Co. of Indiana was thinking of when it developed its Eureka Harness Oil container. Designer A. L. Hendel used a photograph of as fine a group of farm horses as any fancier would like to see to achieve unusual display value and, effectively, to get over not merely the use of the product but a strong, photographic selling message. Reproduced in green and black, the picture covers three faces of the can and permits the dealer to so arrange cans as to display the entire scene.

In the case of the Superla Cream Separator Oil container, the same line of thinking governed the development of the design. To wit, fine cows produce fine milk. Care and cleanliness in treating the milk are essential for quality preservation. And a well oiled separator follows as a natural corollary.

In both cases, a strong pictorial quality is achieved in a manner that makes long copy unnecessary. The containers are, essentially, displays—able to do a selling job wherever they are seen. Their glistening, lithographed surfaces tell their story instantly and, moreover, convey a strong impression of the quality of the product by their own fine quality. Directions for use and a strong sales message are wisely restricted to the ample space found on a single panel of each can.

CAN YOUR CARTONS SURVIVE

THE ARTIST?

• Too many folding cartons have been smothered by "artistic license," when an understanding of "artistic limitations" would have saved them.

That's why Container Corporation maintains a special staff who know *both* the possibilities and the limitations of package "art." A wide experience helps us determine just what sort of art is practical, what type faces will print well, what colors will hold up, what kind of display will work! We urge our customers to make full use of this experience.

An understanding of "workable art" is a vital part of our "Packaging by Prescription" method. Unique experience in package design and merchandising is another part. And complete control of raw materials, paperboard manufacture and carton fabrication provides the background for Concora cartons with "the strength that protects" and "the beauty that sells." Let our representative tell you the whole story.

Corrugated and solid fiber shipping cases, too, benefit from this practical approach, and from Container Corporation's integrated control—from pulp to finished product.

CONTAINER CORPORATION OF AMERICA

General Offices: **111 West Washington Street, Chicago, Ill.** • ***Mills, Factories and Sales Offices at Strategic Locations***

HOW TO GET OFF THE BACK SHELF

by LOUIS H. BRENDEL*

IMPROVED PACKAGING DID SOMETHING BIG and tangible for us. It got us off the back shelves and moved us up front. You, who know mill supply jobbers, know how much this means moneywise to us. Not only does it mean that customers who come in to buy valves will see our products, but it means that the counter man will give our valves a break because it is now more convenient for him to do so.

How did we get on back shelves in the first place? For two generations we built valves so good and expensive that jobbers couldn't or wouldn't sell them. So we had to sell them ourselves. Less than two years ago we designed a new line of valves of a quality and price that appealed to jobbers. This was the start of an entirely new type of mass distribution for us—through hundreds of mill supply houses.

We probably could fall back on the old wheeze that "we couldn't improve our product, so we improved the package." But this isn't entirely true. Every product can be improved. In fact most products are constantly being improved. Our fundamental reasons for repackaging were (a) psychological, (b) economic and (c) utilitarian. From a psychological standpoint, we wished to impress our distributors and prospects with the fact that the recently launched expansion and modernization program was to include everything; new products, new sales methods, new packaging, new literature, new advertising—everything. We considered the new containers only as a necessary step in a campaign complete in every detail.

We also wished permanently to silence certain critics who continued to razz us about the old days when our frugal shipping department wrapped our valves in old copies of the *Boston Transcript*. More recently we had individually wrapped each valve in strong manila paper. Every package was then sealed with imprinted gummed paper and labeled. This form of packaging was accepted as satisfactory by everyone; without criticism and also without enthusiasm. People were neither for nor against our previous package—they just didn't see it at all.

It would be unfair to create the impression that economics did not play an important part in our new packaging set-up. As our sales increased, from month to month, it required more and more men to wrap and seal our valves. Actually today, although the individual container costs more, our total cost of packaging is less than before due to labor savings.

There is also another angle to the economic picture. Previously, we had a certain amount of claims because valves reached their destination with bent stems. The possibility of this continuing (*Continued on page 98*)

* Hancock Valve Division, Manning, Maxwell & Moore, Inc.

Left: The old wrapped valves were as hard to stack as a shipment of smoked hams.

Right: The new Metal Edge boxes are preferred by dealers because they stack neatly.

LABELINE

A NEW PACKERS JAR

18 sizes ranging from 3¾ ounces to 46⅜ ounces.

See the Hazel-Atlas "Parade of Hits" National Canners' Convention, Hotel Stevens, Chicago, Jan. 24 to Jan. 29.

LABELINE . . . Provides the greatest possible label space—will handle any size, shape or type of label harmoniously.

Provides large areas of crystal-clear glass to give good visibility to your product.

Has a large base and vertical sides and will not tip or jam on production lines.

Has no overhanging beads; gives complete protection to the finish in all sizes and all types of finishes.

Has slightly concave sides to provide a handy grip and prevent slipping.

HAZEL-ATLAS GLASS COMPANY WHEELING, W. VA.

FOR BABY: A TALKING PACKAGE

THE TERM UTILITY PACKAGING HAS BEEN USED to cover a multitude of sins. All too often, the supposed "utility" was found, on examination, to be undesired by the consumer who looked upon it as merely a means of increasing the price. But occasionally a new form of utility container comes along which is so much a "natural" that all question of its cost disappears in the enthusiasm it arouses among its prospective users.

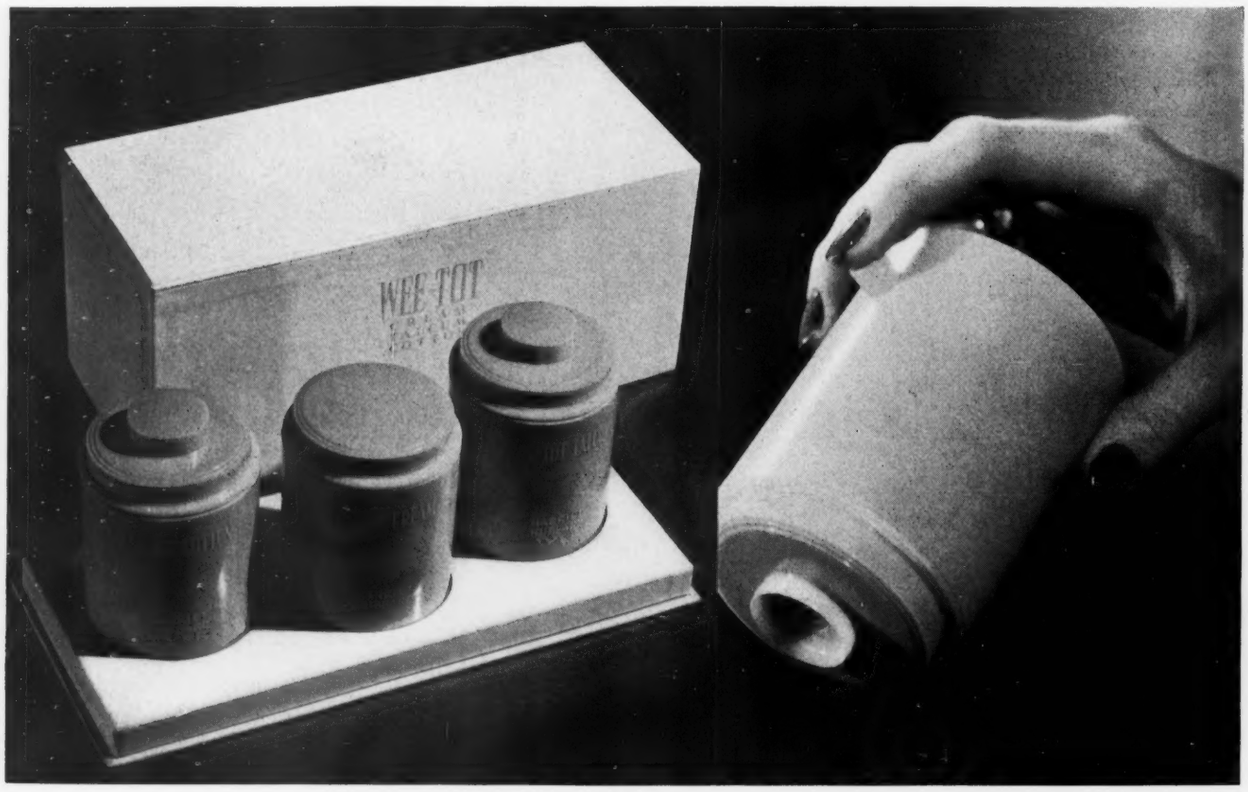
Such a case is to be found in the new Wee Tot molded containers used by Harriet Hubbard Ayer, Inc., for a group of infants' toilet article packages. For into each molded container is built a talking mechanism similar to that on the familiar mamma-doll. And thus, as doting mother or stern-faced nurse applies powder or cream to baby, the child's attention is captured by the soft squeaking of the device. He forgets to cry. In fact, if a particularly susceptible infant, he may even develop the habit of crying *for* rather than *against* the application of the Ayer preparations. Said habit, obviously, would not be found objectionable by either mothers, druggists or the manufacturer of the preparations.

The containers, designed and molded of Plaskon are available in the traditional baby pink and blue. Each is lettered with its identifying notation, "cotton," "cream" or "powder," and each is refillable merely by removing the wide, screw-on top. In the case of the powder and cotton jars, this top is equipped with a small over-closure through which individual doses of the contents are withdrawn.

The three, treated as a set, are found in the retailers, nestled in a die-cut set-up platform with a tall, telescoping lid. This box, designed by Lillian S. Dodge and fabricated by F. N. Burt Co., Inc., reverses the color scheme of the plastic jars, using an over-all cream color with blue or pink lettering and trim.

The entire unit brings a fairly high retail price, but since this is planned as a one-time purchase to be followed by the purchase of far less expensive refills, no extensive restriction on sales is to be looked forward to on this account by the manufacturers.

Each jar of the set is equipped with a talking mechanism which squeaks when pressed.



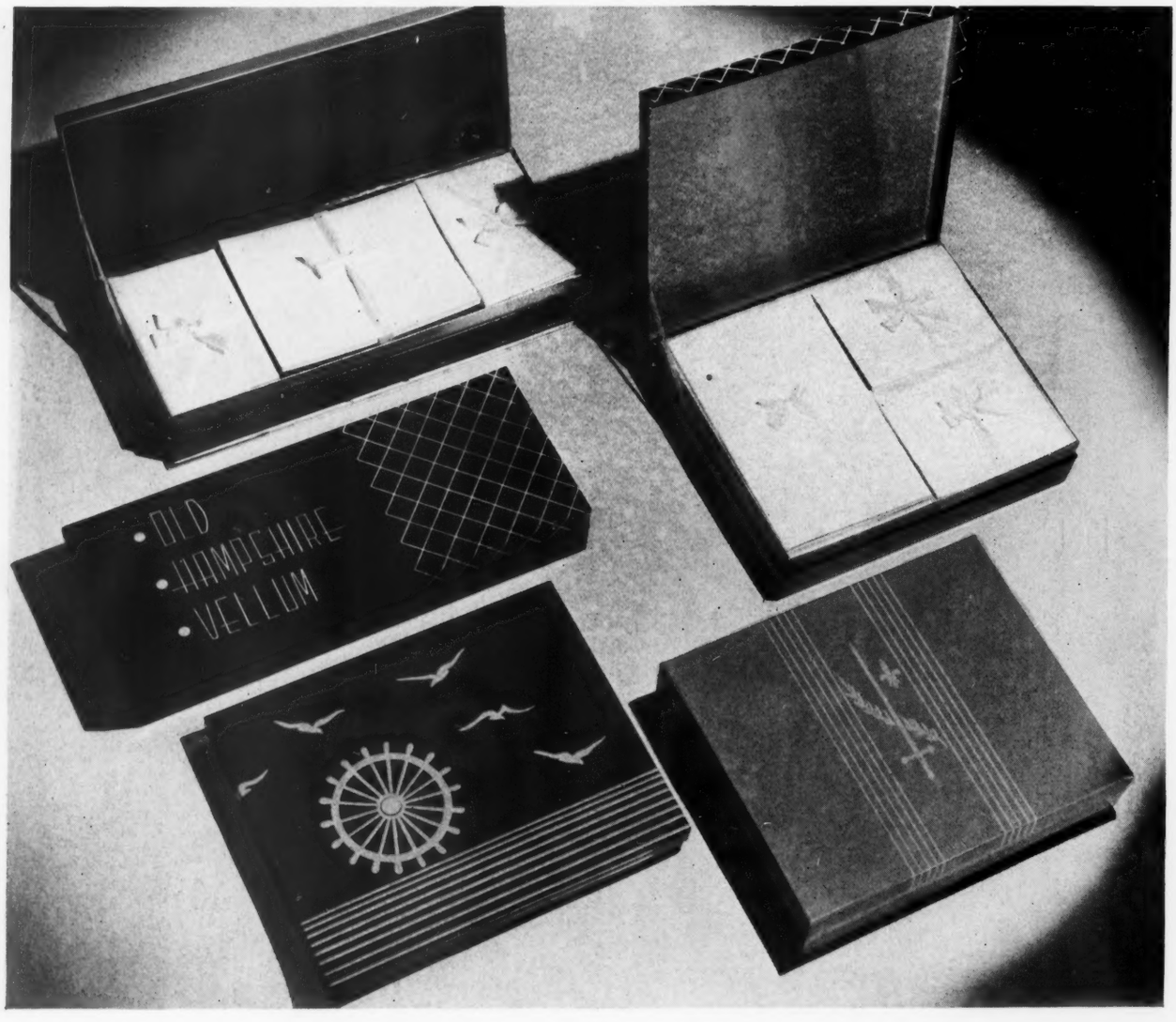
A NEW VOGUE IN BOX WRAPS

THE USE OF BOTH FLINT AND VELOUR PAPERS has been a standard practice in the boxmaking fields for many years. Each has offered unusual decorative advantages and each has been adopted by hundreds of manufacturers for packages housing products of every description. Both flints and velours have been used in plain colors, with overall patterns or specially printed to fit the design needs of an individual package.

Now, however, the perfection of a new process makes possible the combining of flint and velour in a single sheet so as to achieve two or more colors, almost any desired decorative form or pattern and a novelty of texture hitherto unobtainable. By this process, silk velour is applied to particular portions of the flint sheet, forming a pattern of contrasting color and texture. Figures, letters and other forms of design can be reproduced with great felicity of detail, although, of course, such detail cannot approach the minuteness of halftone printing. However, effects may range, it is claimed, from simple line arrangements to figures as complex as those found in wood-cuts and similar line drawings.

The moderate use of silk velour likewise serves to keep the cost of such box wraps within the commercially practicable range. Such box papers are suitable for items in the cosmetic and gift fields and, as in the instance illustrated, ideal for stationery containers.

In this series of boxes, private designs were used, some bearing lettering and others being restricted to decorative motifs alone. Sales are reported to have far surpassed original estimates and both dealers and consumers have reacted favorably to the "feel" and appearance of the new wraps.



The Hampshire Paper Co. utilizes these flint-velour box wraps for papeterie packages, designed by Carl von Ehrn. Photo courtesy Holyoke Card and Paper Co.

MORE COLORFUL CARTONS WITH NEW RIDGELO CLAY COATED TINTS

A spectacular addition to the Ridgelo boxboard line of white, and standard colors, 8 new Skytints — the result of months of research covering boxboard color sales —designers' preferences—practical printing requirements. Selected because they are the essence of experience in sales, in colors, in printing, in consumer choice. Each of the Skytints is non-fading, commercially fast-to-light for durable display, and uniform cartons. Folding boxes developed from Skytints are easily identified. Because they are original, tested colors, they will appeal favorably to purchasers. All 8 tints are light enough to be used with harmonizing or contrasting inks to produce effective carton designs with a minimum of press impressions. They are economical, too, because the tints are stocked ready for shipment in sheets 28x44, .016. India, Beige, Sea Foam, Grey, Tea Rose, Ivory, Azure and Peach.

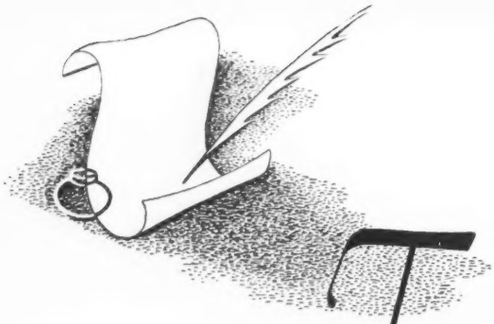
Ridgelo
CLAY COATED

Send now for a sample book showing each of the 8 Skytints, printed with proved inks to give actual carton color plans

RIDGELO—"THE BEST KNOWN NAME IN BOXBOARD"

MADE AT RIDGEFIELD, N. J. BY LOWE PAPER COMPANY

Representatives E C Collins, Baltimore • Bradner Smith and Company and Mac Sim Bar Paper Company, Chicago • H B Royce, Detroit
Blake, Moffit & Towne and Zellerbach Paper Company, Pacific Coast • A E Kellogg, St Louis • W P Bennett & Son, Toronto



For 1938...

As these pages are written, the President of the United States has just delivered his annual message to Congress. Throughout the country and particularly throughout the business world, each paragraph and phrase of his speech will be studied in the minutest detail for here, expressed or implied, is indicated the probable future course of the Government in its relation to industry and to the general welfare.

The packaging industries—devoted for the most part to the supplying of consumer goods—are naturally most vitally affected by any action that affects the general purchasing power. An increase in such purchasing power widens the market for consumer goods very rapidly and even a small decrease in such power is almost instantly reflected in a contraction of the opportunity for sales. Yet, any comparison between those consumer goods industries which have most widely adopted packaging as a tool of their merchandising program and those which, for one reason or another, have tended to avoid the package—any such comparison will show that packaging in itself seems to prove a stabilizing factor tending, in some degree at least, to minimize such fluctuations.

The reasons for this are many and varied. Packaged goods are branded goods. Packaged goods are advertised goods. Packaged goods, by their very nature, tend to resist the shady and border-line practices which destroy the price and sales structure. Packaging is, of course, no cure-all, no panacea for any firm or industry beset with other ills. But, in the long run, the manufacturer who packages his product and merchandises his package is, to at least a certain extent, fortified against the extremes of business fluctuation.

Perhaps it is because of this tendency that packaging, in the last 15 years, has seemed to progress at an even (though rapid) pace—during the post-war boom years, during panic and prosperity. And, thus, the prophet who ventures to forecast packaging progress for the year 1938 must lay his emphasis once again upon the word "progress."

Modern Packaging, as the organ and journal of the packaging industries, is in a sense a trustee of that progress, and with the close of the year it is but fitting to review achievements and to outline possible future trends.

That the past year has shown tremendous progress in packaging is not to be doubted by anyone who views the thousands upon thousands of packages entered in the current All-America Competition. Not only is the individual level of design and merchandising far higher than in any previous year, but whole new industries have experienced a complete change in their attitude toward packages and in their utilization of these as a marketing tool.

In large measure, Modern Packaging and its Institute of Package Research can claim some part of the credit for the fact that more and better hardware packages and more and better textile packages have reached the market during 1937 than in any previous year. The surveys which the Institute of Package Research conducted in these fields during 1937 have already shown a marked effect. When it is remembered that the creation of even a simple package is usually the result of many months of labor, one may safely predict even greater progress in these two fields for the coming year.

On the basis of the results already achieved, the Institute will expand its research program during 1938 to develop even more thoroughly its inquiries into other fields, among which will be included frozen foods, meat packing and fruit packaging.

A very large number of packages, entered in the All-America Package Competition, reflects the progress which has been made during the past year by the producers of packages in developing new techniques and expanding the possibilities of old processes in a way which has permitted the packager to use effects hitherto unobtainable.

Such developments have ranged all the way from transparent rigid containers and displays to new processes for applying decoration in color to glass. The use of photography on package wraps, labels and cartons has shown marked progress and the use of direct color photography on both packages and displays has made phenomenal strides.

The function of Modern Packaging in respect to these newer processes has been to serve as a two-way channel. On the one hand, the magazine has brought to its readers an early, detailed and well illustrated explanation of the possibilities of these processes, and, on the other, it has brought back to the package-supplying industries the reactions of both package-using manufacturers and the ultimate consumer to each of these new processes.

During 1938 still greater emphasis will be laid upon the second phase of this work and detailed studies will be made, by the Institute of Package Research, of the likes and dislikes of the consumers in respect to a wide range of factors going into the make-up of packages or displays.

In a number of industries, a series of developments are at present taking place which may be expected to have pronounced effects upon packaging practices in the future. New consumer organizations, new trade practices respecting branding, informative labeling and the identification of the raw materials entering into the product, will place new and strange demands upon the package supplier.

Modern Packaging recognizes, as one of its duties to its readers, the necessity for studying these developments in their early stages and for analyzing their probable effect on the packager. Whenever such developments may adversely affect the packaging industries, Modern Packaging will not hesitate, in the future as in the past, to raise a strong opinion, and where, on the other hand, the effect in change may prove favorable, this publication will do everything within its power to encourage understanding and to hasten the accomplishment of the transition.

Undoubtedly the greatest force for crystallizing packaging progress and for improving packaging standards has been the All-America Package Competition. That this has been recognized as such throughout the industrial field may be seen by a mere recording of the annual growth of the Competition from a few hundred odd packages at its inception to over 21,000 individual packages entered in the current Competition.

If packaging, today, finds fewer enemies than does the closely related field of advertising, this is in some measure due to the way in which the virtues of the package (particularly the cost-reducing and consumer-serving features of the package) have been brought home to the public at large by the packaging industries.

It is gratifying to note that already at this early date more traveling exhibits of the All-America prize winners have been scheduled for 1938 than toured the country in all the previous years. More bookings have been requested for the new color film on packaging and on the All-America Competition, which Modern Packaging is producing, than even the great success of last year's film had led us to expect. A new and livelier interest in the package is being experienced both on the part of industries which previously had neglected packaging in whole or in part and on the part of consumer organizations, retailing organizations, Chambers of Commerce, advertising clubs and similar bodies.

Once again, Modern Packaging will spare neither effort nor expense in promoting and publicizing the Competition itself, the entries, and particularly the prize winners of the All-America Competition. Such promotion, as in the past, will not be undertaken selfishly but rather with a view toward its vast educational effect on industry and on the general public.

A tall jar now forms the standard Cyanamid sample container, equipped with molded closure of a blue shade to match the blue bottom label and blue-walled fibre can mailer.

CHEMICAL SAMPLING PROBLEMS SOLVED

AS IS THE CASE WITH SO MANY CHEMICAL PRODUCERS, the American Cyanamid and Chemical Corp. has, for many years, been confronted with the problem of providing a large number of customers with a vast number of samples of small quantities of materials. Such samples must, of necessity, be mailed from many different plants by employees not particularly skilled in the assembly of packages. They must be received, not merely in good condition, but in a form that makes their identity and source permanently clear. The satisfactory sample package therefore must meet the following conditions:

a. It should not be bulky, but should be neat and of attractive appearance to command the attention and interest of the recipient.
b. It should be durable and non-reactive to both its probable contents and outside influences.
c. It should make the contents readily accessible and visible.

The package recently developed, to meet the demands outlined above, utilizes a fibre can with metal bottom and a metal screw-on cap. Threading directly on the fibre walls, this eliminates the possibility of locking. The can is decorated with a blue cover and attractively designed label with space for typed-in name and address.

The inner glass container and accompanying label are planned to afford maximum visibility for the sample. Thus, the label is placed at the bottom and a relatively small diameter of bottle is used to provide a tall cylinder of visibility.

A standard blue Beetle plastic cap, decorated by the Anigraphic Process with the message, "A Cyanamid Product," adds to the bottle's appearance and serves as a durable reminder in the event the label is destroyed in use. Both cap and glass are inert, the former being equipped with a vinyl liner to eliminate chance contamination of the contents.

The entire assemblage is so designed that requests for samples sent to the home office of the company may be honored simply by typing in the address and name of sample desired on one outer and one inner label. These are then sent to the proper field office or factory, at which a stock of mailers and bottles are maintained. Thus shipment follows the shortest route while record keeping is made a simple procedure.

MODERN DISPLAY

DISPLAY VALUES CAN NOW BE MEASURED

FOR MANY MONTHS NOW, ADVERTISERS HAVE been eagerly awaiting the long heralded report on the National Window Display Research, conducted for The Advertising Research Foundation, a body under the joint sponsorship of the Association of National Advertisers, Inc., and the American Association of Advertising Agencies. After more than a year of intensive study, during which 19 typical cities in various sections of the country were thoroughly surveyed and more than 16,000 windows subjected to complete analysis, the report has now been issued in the form of a profusely charted and illustrated volume and is, at present, being distributed to the members of the sponsoring organization and to other subscribers.*

The actual research work was carried on under the direction of Dr. Miller McClintock and Albert E. Haase who have been closely associated in the application of traffic data to advertising and merchandising problems. Field work and analysis of its results were under the direction of John Paver, widely known for his traffic studies in the outdoor advertising industry and his subsequent traffic and trade research operations with the traffic and trade studies at Harvard University in association with Dr. McClintock.

In planning the research, the Foundation sought to determine the answers to a number of questions. First, a definition was sought of window display advertising and of its purpose, nature and function. Secondly, a method was sought by which window display circulation could be measured. Third, the technique of controlling the distribution of window display messages was looked for. Finally, the researchers aimed to discover a method of determining the actual cost of window circulation.

The practical value of the study is indicated in the report by the following statement: "From the information contained in this report an advertiser can create for himself a record or guide which will show him for any city, of 450,000 population or less, the number of displays he needs for each desired intensity of distribution, an estimate of the circulation each intensity should generate, and the cost per thousand circulation."

Pedestrian behavior habits were found to exist with only slight variations in different towns and cities. Thus, the researchers were able to set up, with a fair claim to accuracy, charts and graphs indicating:—

The number of existing window display spaces and the number of available display spaces to be expected in towns of varying population.

The zones in which pedestrian circulation is of the greatest density, not only in downtown business districts but also in local, neighborhood and outlying shopping areas.

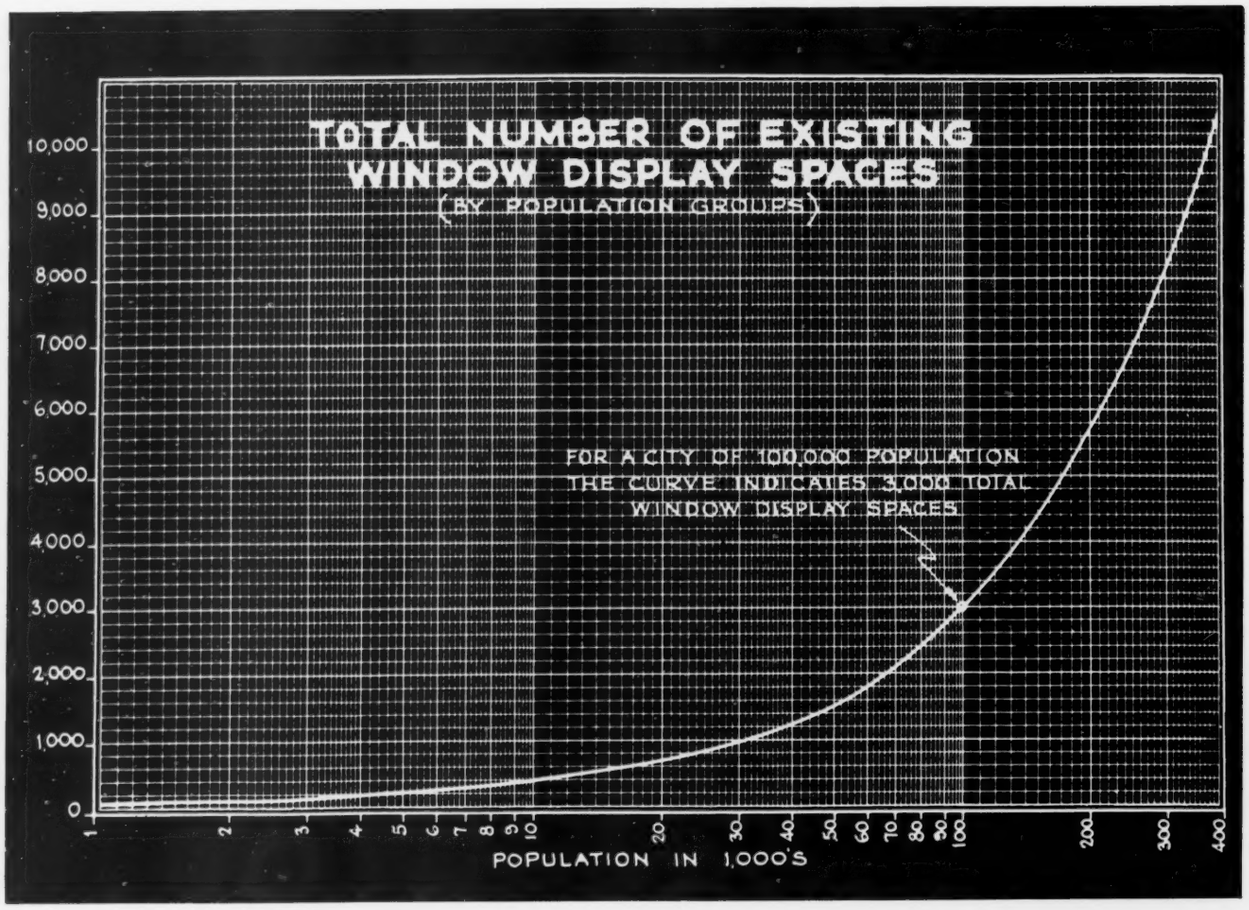
The day-by-day cycle of window display circulation, both by days of the week and by weeks and months throughout the year.

The hourly variations in the number of pedestrians passing windows in both centrally located business districts and neighborhood business districts. Here the figures are further broken down for men, women and children.

The directional flow of pedestrian traffic as it varies from hour to hour during the day.

The number of window displays required to obtain "minimum" and "normal" distribution in cities of different population.

* "Window Display Circulation and Market Coverage," published by the Advertising Research Foundation, 330 West 42nd St., New York. Price $10.00.



The circulation produced by various intensities of window display in cities of various populations.

The remaining pages of the survey are devoted to detailed maps showing the retail trade structure, the pedestrian traffic and the characteristics of window display circulation in the various cities studied in the survey.

There will be few indeed who will question the methods used or the thoroughness of the investigation. Questions do, however, arise both as to some of the conclusions reached and as to the probable effect of the publication of this survey.

Thus the survey states, "Window display has two functions: a primary one of point of purchase advertising and a secondary one of delivery of differing degrees of general market coverage for the advertiser's message."

While it is true that the individual display user does not wish to install his displays in stores having too small a pedestrian circulation to justify the expense involved, the fact remains that there are very often other major considerations beyond that of securing a general market coverage for the advertiser's message. Among these are such elements as the maintenance of dealer good-will, the coverage of certain key markets which may be of special interest to particular manufacturers although possessing a low average of pedestrian circulation and the so-called "primary" function, point-of-purchase advertising. The entire survey places major emphasis upon the achievement and the measurement of different degrees of general market coverage for the advertiser's message and tends, therefore, to focus the display user's entire attention upon this one point.

The researchers have concluded that "window display circulation depends upon near side sidewalk pedestrians." Accepting this statement as correct, the conclusion must inevitably be reached that a number of display designers have been, in effect, misappropriating display funds through the use of over-bold, over-large and buck-eye displays which achieve their major visual effectiveness at a distance far greater than that of the near side pedestrian.

Here again, however, critics may well raise the point that no fixed line can be set in all cases as between a window display and a display sign. Certainly, firms who advertise by means of display signs on and above store fronts are, in a certain sense, to be classified as outdoor advertisers and thus display users. Many window units are likewise extremely large and hence visible at great distances. These may be considered as aiming to capture attention after the manner of the billboard advertiser.

In short, here again, objection may be raised to the tendency to ignore all display values other than those to be gained by considering displays as a form of measurable circulation to near side pedestrians who are thought of

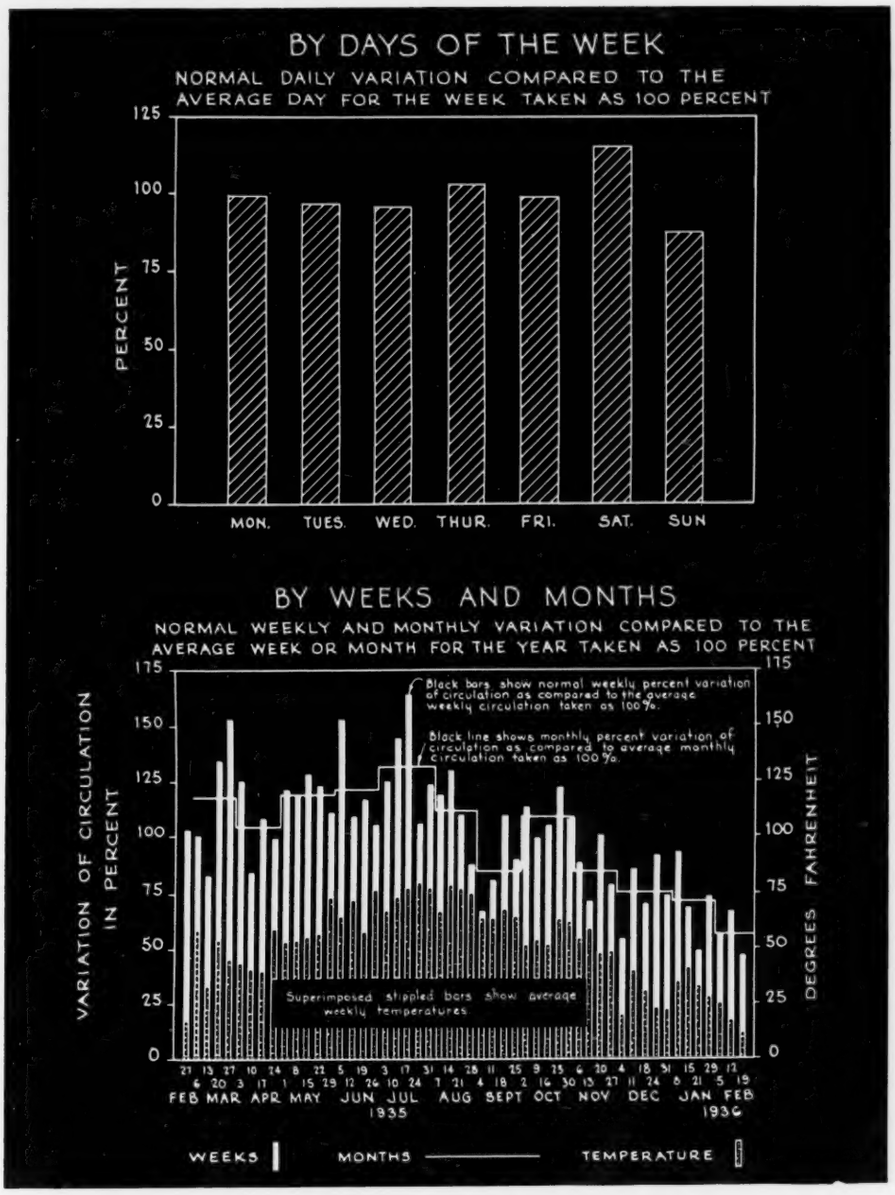
as approaching the display very much in the mood and manner in which they approach a newspaper or magazine advertisement.

One further fear often expressed has been that this accuracy of measurement of the value of window display circulation will lead those who control large groups of windows to demand a substantial price for them, very much as if they were publications stating a rate for advertising space. These fears, while perhaps well founded, can certainly not be settled by any avoidance of the question. For, if display space has so tangible and measurable a value, it may be found better to pay for it on the basis of such measurement rather than to pay for it, as in the past, blindly and through subterfuge.

From another viewpoint, the very idea of payment for space—about which so much has been written and said on both sides and with much heat—arises from a misconception centering around the question of just who the display actually serves. The manufacturers are inclined to feel that the display is a dealer help, something that he provides in the dealer's interest not to say out of the pure goodness of his heart. The dealer, on the other hand, does all too often tend to look upon his window space as a sort of "manufacturer's help"—something that he, too, donates to the service of the manufacturer.

The plain fact is that the window and the window display are both useless unless used together and that the entire use of windows and displays is a "mutual" use of "mutual" benefit to both manufacturer and retailer. If this statement is correct, it naturally follows that since the manufacturer contributes the display material, the dealer should contribute the window.

While these and other criticisms may no doubt be well raised, the fact remains that now, for the first time,

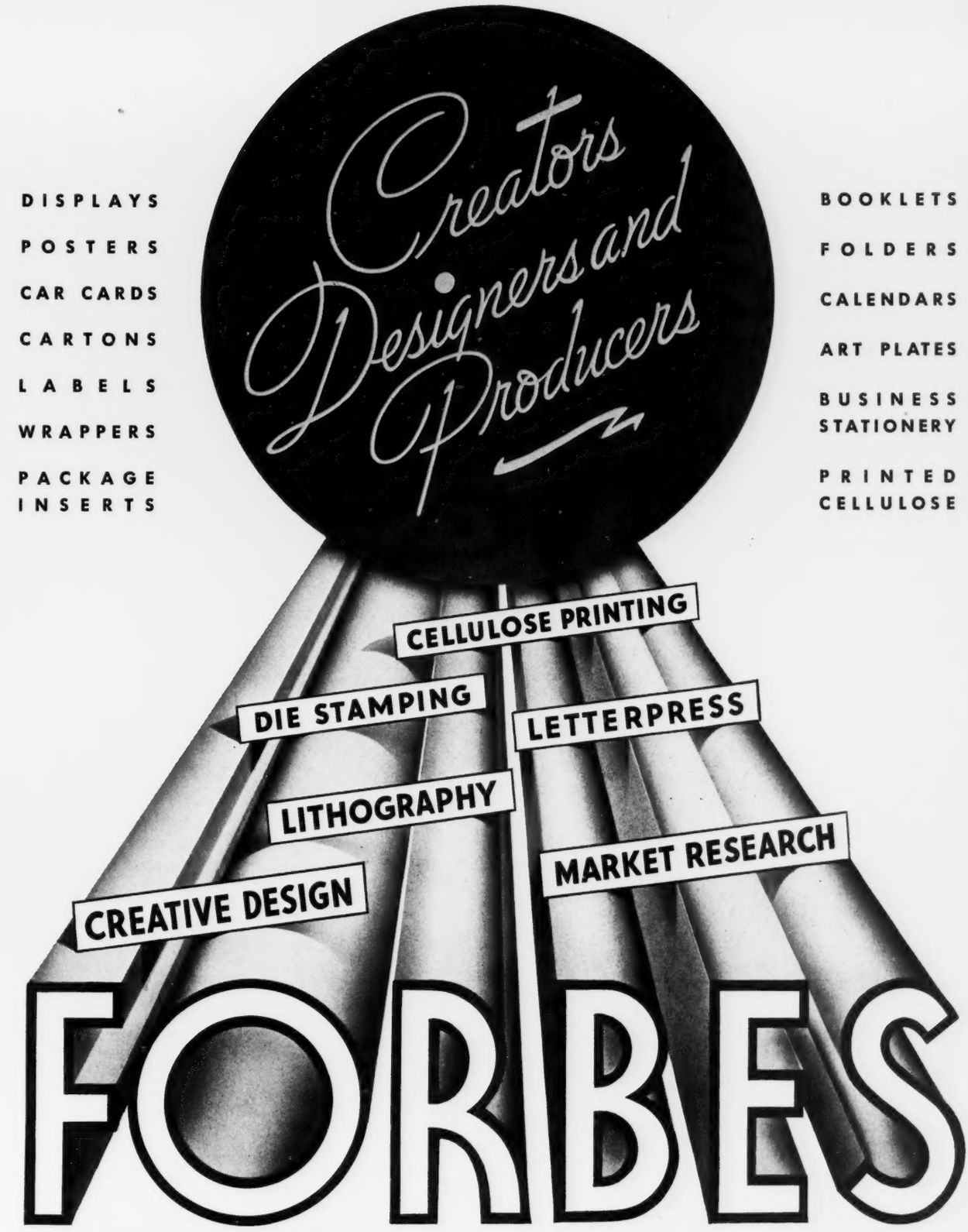


window display circulation can be accurately measured! Displays have been converted from an intangible accessory, supplementing other advertising, to a definite medium to be used in conjunction with other media or in some instances to be used alone. Display creators and display users can now, at last, depart from the question of whether displays are worthwhile and devote their attention to the creation of worthwhile displays. Just as 20 years ago advertisers in newspapers and magazines began, with the creation of the Audit Bureau of Circulations, to be able to depart in some measure from discussions of the value of advertising and thus began to be able to devote themselves to studies of methods of producing a more effective use of advertising space.

From here on—and in this regard, MODERN PACKAGING has long approached the subject from this angle—attention should be devoted more towards the development of more effective displays, of devices which will convert the now measurable pedestrian traffic into even more tangible buyers of display merchandise.

While this report on "Window Display Circulation and Market Coverage" is of immediate and practical value to all who are interested in the use of window displays and all point of purchase advertising, it appears that the research on which the report is based holds implications of broader import than window display advertising alone.

Further refinement of information brought to light by this research might result in a more accurate evaluation of sales potentials of various types of retail outlets: in more accurate budgeting of advertising effort and in more efficient routing of salesmen and missionary men.



LITHOGRAPH COMPANY, P.O. BOX 513 BOSTON

NEW YORK • PHILADELPHIA • CHICAGO • CLEVELAND • ROCHESTER • DETROIT

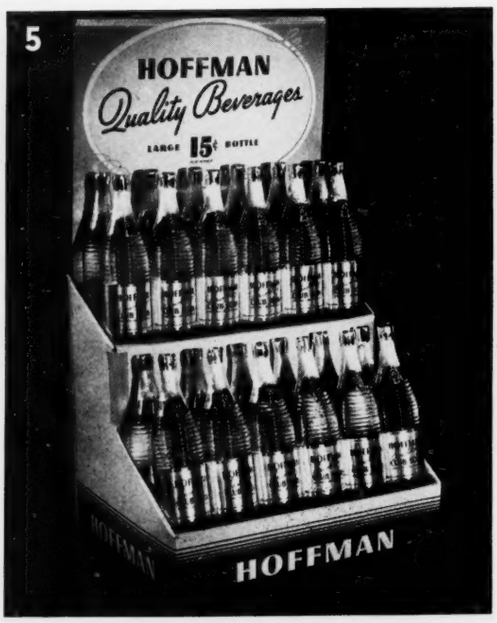
COMPLETE FACILITIES FOR SERVICING ALL YOUR PRINTING REQUIREMENTS

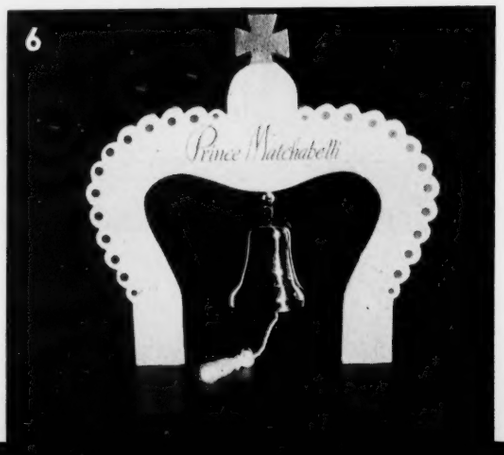
DISPLAY

1. Attention value plus a sales story is the successful formula of the Parker Pen Company's television window display for its Vacumatic pens. Constantly changing colors on the message projected in the stage setting command attention. Designed by the W. J. Rankin Corp. and produced by The Strobridge Lithograph Co.

2–3–4. Chase and Sanborn coffee obtains preferred position by means of a mass package display of flexible make-up. It can be used flat, stood up as a three-panel display or locked together to form a triangular pyramid. The cheery Charlie McCarthy figure, so phenomenally successful on the radio, was designed to supplement the larger unit. Produced by the Ketterlinus Lithographic Mfg. Co.

5. Interchangeable display panels for either soft drinks or beer provides an interesting feature for





GALLERY

the recently produced self-service display stand for Hoffman beverages. The stand thus becomes a permanent fixture while posters for various beverages may be inserted at will. Designed and produced by Robert Gair Co., Inc.

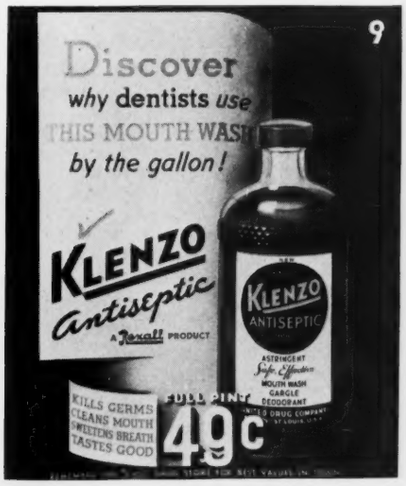
6. Prince Matchabelli, Inc., successfully ties up its Christmas item, the Jingle Bell perfume package, with the Company's crown trade mark in an interesting counter display. A gold bell, which rings when the silk tassel is pulled, is suspended from the center of the white lacquered crown. Designed and produced by Copeland Displays, Inc.

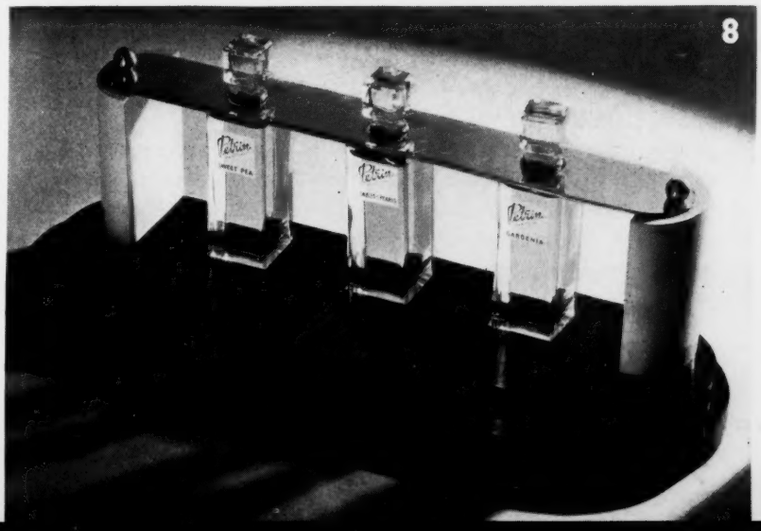
7. A new twist in the basket type of display which permits the jumble display of lamp bulbs on the counter or in the window. The basket piece is lithographed to represent a house in which the bulbs are to serve and is combined with two self-easeled side price cards. Created and produced by the Forbes Lithograph Co.

8. Perfumes by Petrin are smartly presented in a combination chrome metal, Catalin and black lacquered wood display stand. The metal plate is held in place by means of threaded metal balls, thus making the display pilfer proof. Designed by J. DiBella of the Fleetwood Display Co., Inc., manufacturers of the stand.

9. A die-cut display featuring a large blow-up of the product package. The copy, "Discover why dentists use this mouth wash by the gallon," is direct and compelling. Designed by the United Drug Co. and lithographed in color by the Forbes Lithograph Co.

10. Dealer and consumer convenience is achieved by this display for Blue Bird nail polish. The use of tinted celluloid tips on the box enables the consumer to see exactly the shade she is selecting. The rear of the display contains a convenient stock drawer for the dealer. Created and produced by Zipprodt, Inc.





SUNSHINE RESTYLES

by GEORGE M. DAVISON

The new Sunshine Animal Cracker cartons have replaced the tame domestic animals with a series of highly colored sketches of the wilder beasts. Far from frightening the younger children, these ferocious animals seem to arouse their interest. The new display likewise features the wilder creatures of the zoo, being topped by a die-cut tiger head whose ferociously opened mouth encloses the product name and price.

IN 1936 THE CHILDREN OF THE UNITED STATES consumed millions upon millions of animal crackers. This represents a very profitable and worth while market for cracker manufacturers. Hence the Loose-Wiles Biscuit Co., recently decided to redesign their line of animal cracker cartons and present to the trade a product of entirely new appearance.

What person is so old or so forgetful as not to recall the sentiment that surrounds his first recollection of animal crackers? These semi-toys are usually our first and earliest contact with crackers, and as an edible they possess an unusual interest and awaken the childish imagination. Parents, when children first talk, ask them to learn the different animals. Crackers of this sort, being educational and interest-provoking as well as edible, enjoy special favor among parents and children alike. Most children enjoy milk better when crackers shaped like different animals are eaten with it, and they create for the child a veritable Noah's ark of interest.

So we find in the admonition "A little child shall lead them," the sound sales psychology that represents a unique opportunity for cracker bakers to carefully redesign their juvenile animal cartons and thus recapture the purchasing mother's interest and patronage. This casual purchase often converts the buyer into a prospect and customer for the entire line.

In order to present the whole job of redesign, one has to realize that the old line of Sunshine Animal Crackers had had its day. These cartons had enjoyed a good run of business over a long period and to bring them up to date would enhance their consumer attraction and at the same time serve as a tonic to the sales force.

The old packages showed a number of domestic animals, such as a cat, goat, rabbit or horse. These animals are so common as not to provoke more than casual interest. Then, too, the sketches had been done in a very literal manner, and lacked the imaginative qualities that a child usually associated with wild beasts. An opportunity for brightness and circus gayety would obviously not be amiss on a carton going to children. The existing package was also felt to be a bit too sombre and heavy in its dress of dark green and dark brown.

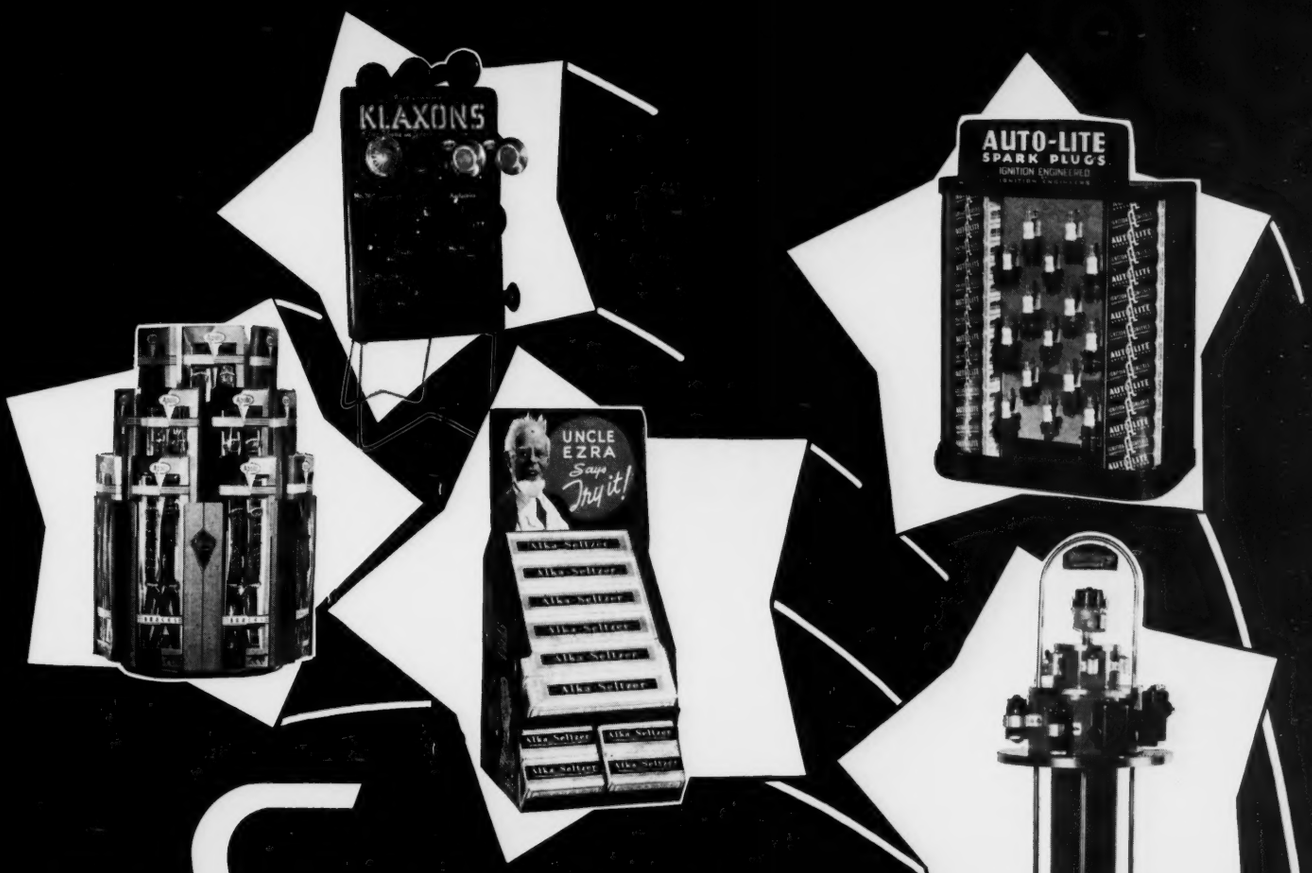
The design of the new packages was predicated on the theory that children think of animals in terms of energy, color and interest. And they prefer wild animals that they don't ordinarily see, instead of the tame and familiar domestic animals.

The figures were shown in two ways. A large head and front of the animal was used to attract attention, while smaller drawings show the full animal in action. The habitat of the subject was appended to the front panel, thus giving an educational note to the carton.

Around the sides and end panels the well-known Loose-Wiles trade figures of the Sunshine Bakers were shown in varied illustrated pranks thus lending a dash of fun and play to attract the roving eye of a child.

A display container was created simultaneously with the development of the cartons. Even so important an element as the company name and price-space has been dramatized by the showmanship of the huge lion's head and open jaws. Incidentally, the display panel is economically cut out from the spare cardboard of the front panel of the container. In order to permit the packages themselves to dominate the scene, the display decoration was reproduced in less vibrant colors.

The company reports a marked success for both the new package and the new display Not only have these achieved the original aim, providing greater attractiveness for our young moderns, but they seem likewise to have attracted dealers who give preferred display space to the colorful, new cartons.



WE CAN HELP Star your product

• METAL DISPLAYS

Designed and Manufactured in Color Lithography for National Advertisers in all Merchandising Fields.

ADVERTISING METAL DISPLAY CO.

manufacturers and designers

FACTORY & GEN'L OFFICES—125 GREEN ST., CHICAGO
EASTERN BRANCH—2 EAST 23rd ST., NEW YORK CITY
• REPRESENTATIVES IN PRINCIPAL CITIES •

"METAL DISPLAYS FOR PERMANENCY"

IT STARTED AS A SALESMAN'S KIT

"SURE FIRE STUFF" IS THE TERM THE MOVIE script doctors use for the gag in which a salesman walks into a store, starts opening his kit and proceeds to spill his samples all over the lot. It's always good for a laugh in the movies and for a lost dealer in real life. And that, perhaps, is why one of the salesmen for McCormick & Co. Inc., manufacturers of a wide range of grocery items including a line of insecticides, decided to do something about his own personal display problem.

He wasn't aiming to solve the company's consumer display problem. He just wanted to make his life easier. Yet, the end result has been a display which dealers are eagerly welcoming and which gadget-minded consumers are playing with, much to the advantage of the McCormick profit sheet.

The kit-display shown as it appears closed (below) and open (above). The display container is made by Wilson and Bennett Mfg. Co., the small cans manufactured by the American Can Co.

It seems the salesman, who had a very logical mind, discovered that he could carry the entire line inside the five-gallon can which carried the largest sales unit of insect spray. That solved the carrying problem—got him into the store—but left him floundering at the dealer's counter like a fisherman trying to take fresh eels out of his basket.

The great idea must have come upon him during the dreary stillness of an overnight stop in some back-hills town where the sidewalks are rolled up for the night at eight o'clock. But come it did, in a blaze of glory, and he sat right down and wrote his sales manager a letter. "Let us make," he proposed, "a device, a gadget, a something that will sit in the five-gallon can until I'm good and ready and then, presto, with a flip of my finger, rise like an elevator to disclose the entire line in all its resplendency."

So McCormick's merchandising and display department set its best disciple of Houdini on the job. Talk about pulling rabbits out of hats! The new, streamlined insect spray salesman makes Thurston look like a rank amateur. For, with a circular disk and a vertical central rod topped with a handle, he is provided a means of levitation to rival the Magic Carpet. One flip—one ever-so-slight flip—of the wrist and the whole "shebang" rises toward the top of the can and stands there like the floating stage of one of Billy Rose's musicals.

However, there was one fly in the ointment that even the most eagle-eyed salesman couldn't kill with his best fly spray and his surest-sighted spray gun. The trouble lay in the fact that whenever a dealer saw the salesman's kit, he offered to place an order *provided* he was given a kit to play with and show his customers.

After a while, it grew too strong for resistance. The McCormick company just broke down and made up a lot of the units. And today, with Bee Brand Sprays making it worth a mosquito's life to venture South of Pennsylvania, you'll find the new units in hundreds upon hundreds of Southern stores. It started as a salesman's kit—but ended as a super-salesman.

One of the three new corrugated litho displays now being promoted by Oldetyme Distillers, Inc. Photo courtesy Excelsior Paper Specialties, Inc.

NOW DISPLAYS ROLL UP

PLAIN AND COLORED CORRUGATED BOARD, lined on one side only or unlined, has long been a favorite among retail display men because of its flexibility, light weight, low cost and ease of installation. Advertisers, providing displays for small groups of dealers, have likewise adopted it for display purposes by the use of silk-screen, air-brush and similar "short-run" decorating and lettering processes.

Now, however, a major national advertiser, Oldetyme Distillers, Inc., has turned to the use of lithographed corrugated, produced in quantity to achieve a number of advantages for both itself and its dealers.

From the advertiser's and installer's point of view, the corrugated display background offers an extremely low ratio of weight to area covered and thus costs less to ship. The ability of corrugated to roll-up into a small carton likewise reduces shipping costs both because of lowered space occupied by shipping and because of lowered protection costs as compared to the larger cartons required for displays that must be shipped flat.

During installation, the flexibility of the background likewise offers advantages, particularly in windows where the entrance through the back paneling is small, since even the largest unit can be brought into the window through a small opening when in rolled-up form.

The manufacturing process calls for lithos taken from regular, large quantity poster runs or similar plates and does not require any special plates or negatives. By a special process, the distortion due to corrugation is held to a negligible minimum and, in fact, in some instance enhances the beauty of the original. Particularly is this true when lettering with over-heavy vertical bars is used, since the corrugation thins these down slightly.

Furthermore, the corrugating process introduces a three-dimensional effect which is claimed to increase angle visibility and to add great beauty under the proper lighting conditions. As used by Oldetyme Distillers, the maintenance of fine line details appears perfect and even small signature lettering shows no apparent distortion. This firm has issued three such displays, two being of the shape—but not the size—of a twenty-four sheet poster, the third being almost square. It is expected, of course, that installers will edge off the units with foil board, crepe paper or similar suitable material.

The new units are not expected to replace regular lithographed display material to any great extent, but are rather to be thought of as useful in supplementing smaller displays and in tying together these items into a window-dominating whole. They likewise find application in the decoration of in-the-store walls, above store fixtures.

Most significant, from the viewpoint of the national advertiser, is the fact that retailers who formerly felt obliged to supply window background materials at their own expense, will undoubtedly display a prejudice in favor of such units since they may be utilized for essentially the same purpose at little or no cost to the individual dealer.

FINDING THOSE HIDDEN PLUS-VALUES

Derby's multi-unit packages serve both as displays and as gift-containers for products not ordinarily considered in the gift class. Photo courtesy The U. S. Printing & Lithograph Co.

TO MOST FOOD PACKERS HORS D'OEUVRES ARE just minced meats and peanut butter just a sticky staple that—as a sort of necessary evil—must be packaged for preservation and transport to the retailer and the ultimate consumer.

Not so, however, in the eyes of Derby Foods, Inc., who have found plus-values for both products and packages which are returning large dividends, in sales, on their negligibly small cost.

For Derby hors d'oeuvres . . . four varieties of which are packaged in small glass jars with metal closures . . . the plus-value has been found in a grouping of all four into a single display-carton. Two advantages are thus achieved. First, for the dealer, the carton with its colorful reproduction of the product in use, provides a focus of attention and an appetite appeal for the consumer that the jars themselves, stacked on his shelves in usual fashion, would lack utterly. For the consumer, the carton converts these inexpensive snacks into a group suitable for purchase as a gift. Naturally the sale of twelve units to a single consumer, even at a quantity price, offers nothing for either dealer or Derby Foods to complain about.

Ingenious, too, is the use of colored labels (similar in detail to the display portion of the carton), on the top of each container, as a means of emphasizing the appetite appeal of the product.

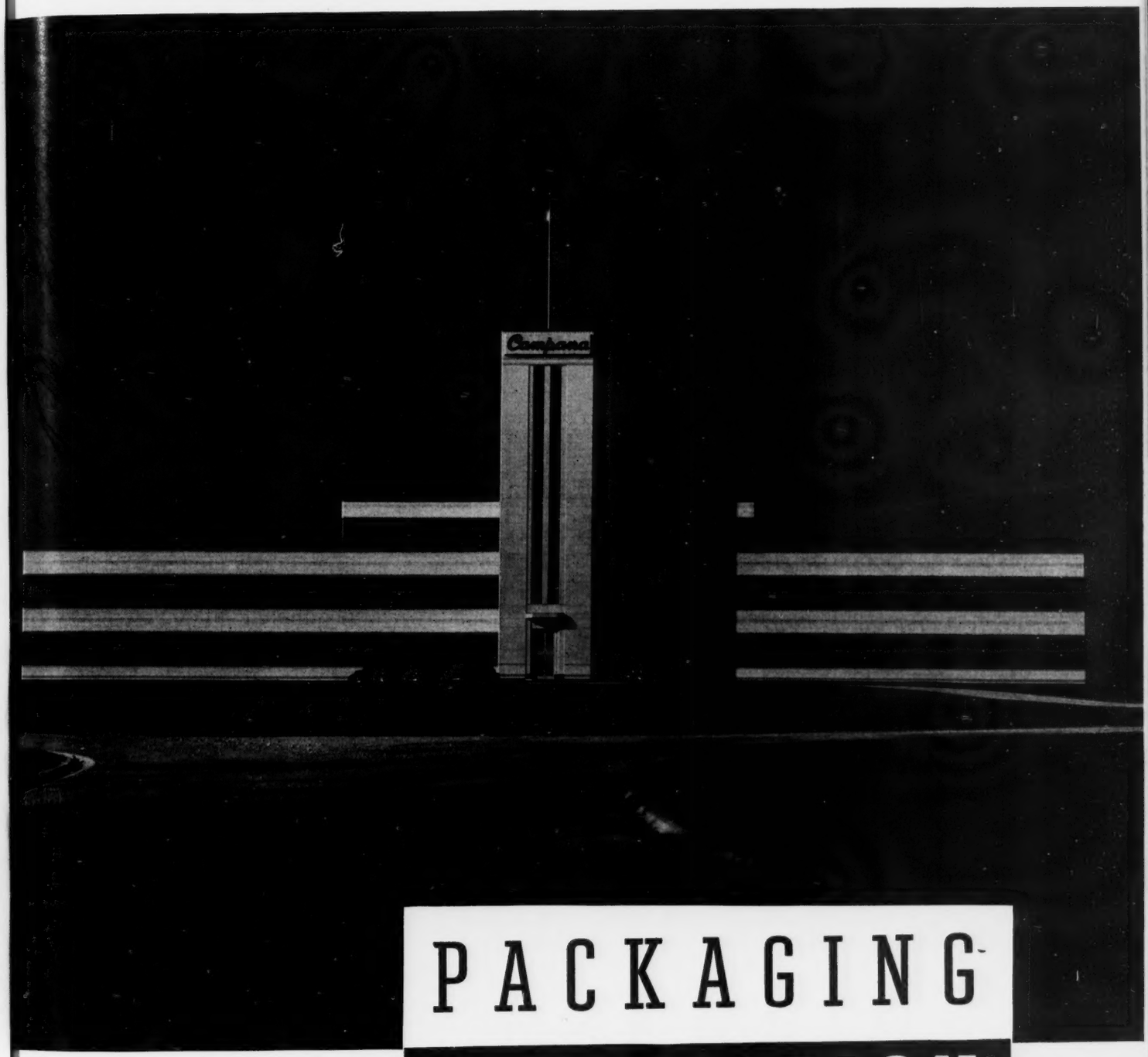
For peanut butter, the gift element has been even further emphasized, since this product is consumed largely by children and hence offers pronounced possibilities as a nutritious and attractive gift. Purchasing gifts for children has become an ever more difficult problem to solve and it was felt that the preparation of suitable food stuffs in the form of gifts would provide a novel and thoroughly acceptable form of present.

Three "plus-values" were sought and found in different elements of the package ensemble. First, naturally, was the provision of *something to eat*, where the answer, of course, was found in the product itself. Secondly, the designers sought *something to play with* and added, therefore, a crayon box and coloring book. The display carton and the packages are profusely illustrated in keeping with this learn-to-draw idea. Finally, to complete the gift, *something to keep* was supplied in the form of six specially decorated jars, reusable as fruit juice glasses and decorated with the Peter Pan figures which likewise appear in the drawing book and on the carton.

Thus, once again, an item not ordinarily considered as a gift is converted into such with resultant increases in the size of the average unit of sale.

The reaction to both new packages, as reported by the company, has been extremely favorable. Not only have dealers shown a willingness to place larger-than-usual orders for the season just past, but sales have been made, in volume, to consumers who never before sampled either of the products offered. Particularly in the case of the hors d'oeuvres, these packages have served as a means of introducing the consumer to four different products via a single sale.

It may be observed, by some, that such gift packaging, in the food field, is not a new device. While this is true enough, the usual food-gift consists of a group of special packages whereas, in this instance, substantial gift sales have been achieved in one case with nothing more than the regular sales package and a non-seasonal display and, in the second case, with regular sales packages plus two inexpensive premium-accessories.



PACKAGING PRODUCTION

MACHINERY AND EQUIPMENT

Machine Bundling SAVES 60% on Material Costs

PLUS a large saving of labor
PLUS a large saving on shipping costs

Paper for bundling costs *60% less* than cardboard boxes. Machine bundling will make this immediate saving for you!

In addition, machine bundling saves $2,000 to $5,000 per year on *labor,* because packages are automatically fed and assembled. One bundling machine will take care of the output of two or more cartoning machines.

Transportation charges are also lowered—consider that bundling material weighs only 1/3 as much as containers.

Add up these striking savings! Obviously, the bundling machine pays for itself in a few months . . . saves thousands of dollars within a year's time. It is no wonder that more and more manufacturers are turning to machine bundling.

We can give you definite figures on machine bundling costs to compare with your present costs. Send us a dozen of your packages. We will return them to you bundled on the Model F-6 Machine, so that you can see the neat, strong, firmly sealed package it makes.

PACKAGE MACHINERY COMPANY, - - - SPRINGFIELD, MASSACHUSETTS
NEW YORK CHICAGO CLEVELAND LOS ANGELES

Peterborough, England: Baker Perkins, Ltd., Melbourne, Australia: Baker Perkins, Pty., Ltd.

Mexico, D. F., Apartado 2303 Buenos Aires; Argentina: David H. Orton, Maipu 231

PACKAGE MACHINERY COMPANY
Over a Quarter Billion Packages per day are wrapped on our Machines

Campana

GOES AUTOMATIC

MOST INDUSTRIAL PLANTS "JUST GROW." Only once or twice in the lifetime of many a corporation does the opportunity come to create a completely new plant, embodying in its plan every modern advantage which industry affords for the economical and efficient production of a product. All too often, however, these rare opportunities are passed by. Hence, a study of the development of the new plant of the Campana Sales Co., producers of Campana's Italian Balm and Dreskin, may prove unusually interesting, in view of the fact that here, for once, every possible element of plant architecture and engineering that would enhance the productivity of labor, the ease of work, the advertising and publicity value of the plant itself, and the efficiency of product production and material handling—here, for once, all of these were considered and utilized in full measure.

* * *

To fully understand the reason for the design and layout of the new Campana plant, the reader should understand the problem that Campana executives presented to the industrial engineers. From the outset it was agreed by all concerned that the plant, that is, the processing departments, machine line, production departments, conveying equipment, warehouse and shipping room would be laid out in the most efficient way possible and then a plant built around it.

Campana employed an independent consulting industrial engineer to work directly with Campana's chief engineer. Their instructions, as given by the president of the company, were briefly as follows:

"We want to design a modern, efficient and practical plant, one that will be a monument to modern engineering practice and design; one which will be easily maintained and above all, a plant that will, in each of the multitude of steps, accurately control the compounding and handling of our product so as to eliminate as much as possible the element of human error. We are turning over to you the responsibility of this job along with 15 acres of land. We are not going to handicap your design with architectural features, but we want your design first and then the architects will plan and design a building around it."

E. M. Oswalt, president of the Campana organization, under whose guidance the new plant was planned.

The site selected for the new plant was one decided upon after consideration of the geographical location of the town with reference to the United States and its market for the particular product. The plant is located about half-way between Batavia and Geneva, Ill., both towns of approximately 5,000 people, and both of which lie approximately 40 miles west of the Chicago loop. The service requirements of the plant site made possible a private railroad siding on a two mile spur line connected with the main line of the Chicago Northwestern at Geneva. The plant site is also serviced by highway for truck shipments. Electric current supply from a multiple source is conveniently at hand. Convenient and comfortable transportation facilities for

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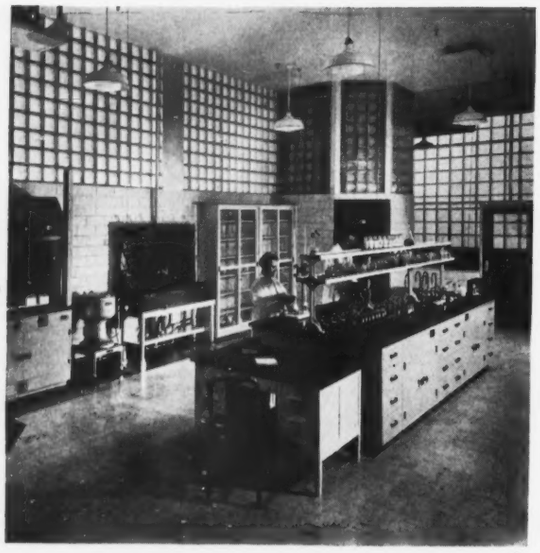

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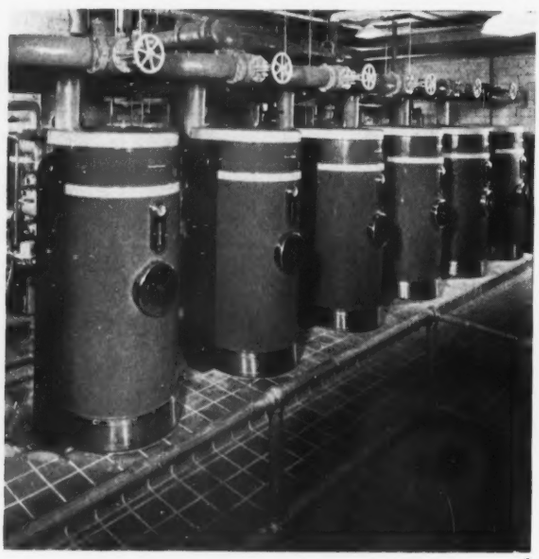


3

employees and visitors is also one of the advantages of the newly chosen plant site.

The physical features provide for good drainage, clean, fresh air, light and the possibilities of landscaping and expansion. The property covers about fourteen acres. The surroundings are attractive, clean and free from industrial smoke, waste and odors. The original plant site was in a condition that obviated the necessity for excessive grading and filling and the new building could be located so as to be easily visible from the main traveled highway nearby.

It was decided to select materials for both interior and exterior of the plant that would not only make it an outstanding industrial plant, but materials that would serve to eliminate excessive maintenance cost and yet keep the building always looking new and fresh. These materials were selected at a considerable extra cost over materials that could have been selected for an ordinary industrial plant, and therefore this excess cost was considered as a form of advertising.

The owners decided that the new plant must be practical, beautiful and comfortable. The sequence of these qualifications did not give any preference unless there would be a leaning towards the practical. The owners decided that the interior of the plant—that is, the processing and various plant departments—should be designed efficiently by industrial engineers and, if the requirements of this qualification had been taken care of, the architects would then be called in to design a building to not only adequately house the essential manufacturing departments, but to, let us say, clothe them in an attractive, modern, well lighted and ventilated building. The owners also required the architects to design visitors' galleries on the second and third floors of the

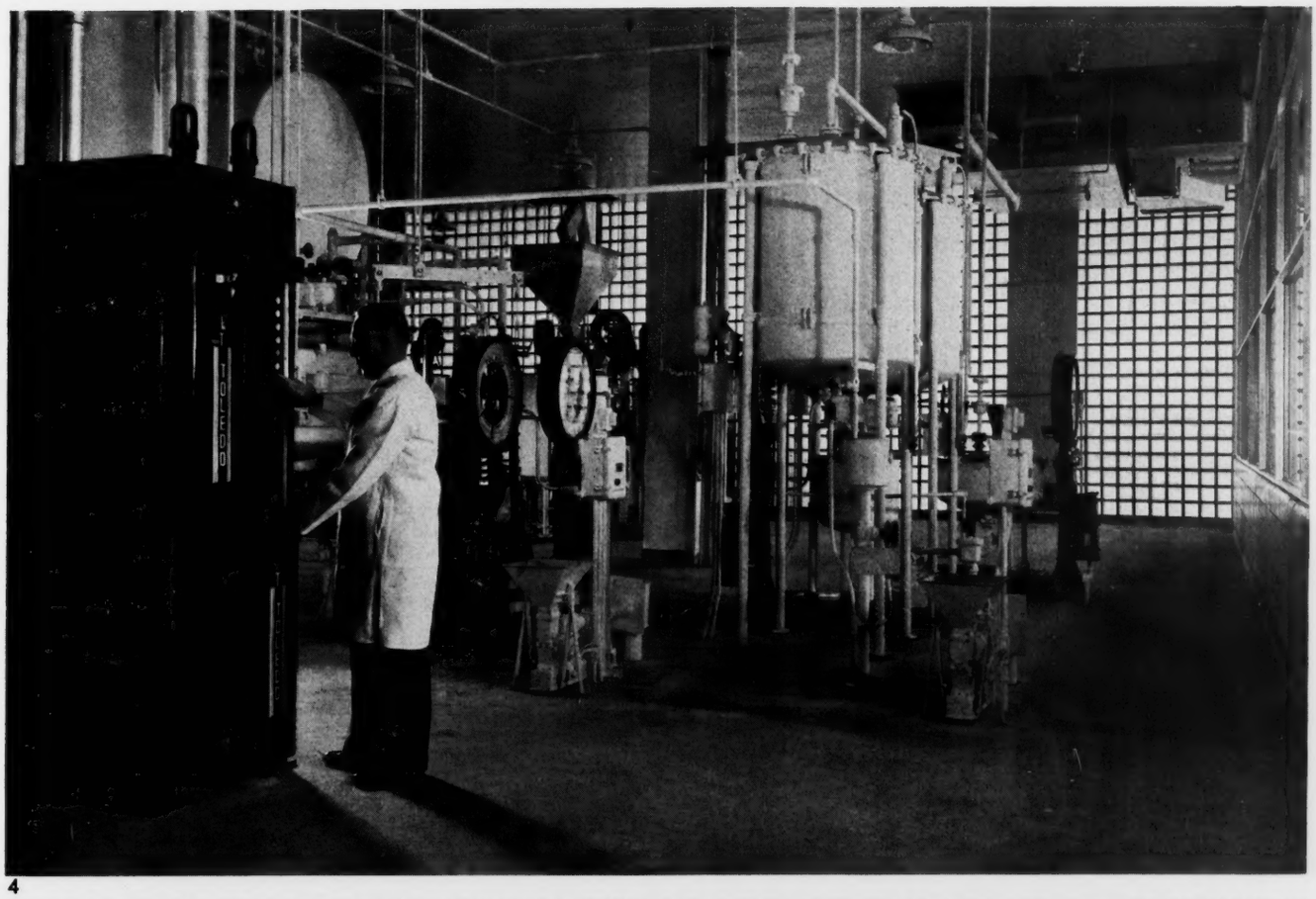
1. The firm fully appreciates the advertising potentialities of its plant and no efforts have been spared in presenting its products in a favorable light to the many visitors, among whom are large groups of retailers who handle Campana's products. This attractive window display, in the main lobby of the building, is typical of the manner in which this approach has been carried out throughout the plant.

2. The analytical chemical laboratory, like the rest of the plant, is not merely a model of sterility and cleanliness, but clearly conveys this impression to the visitors who view it through its glass partitions. Included among the laboratories are a 70-degree temperature control room for running controlled viscosities on Campana products, a microscope room, an incubator room, a sample filing room, and the processing laboratory which is virtually a miniature reproduction of the plant itself.

3. Twelve General Electric fuel oil boilers generate steam for heating, ventilating and air-conditioning systems. From these units, it is piped to a heat exchanger where water is heated and thence circulated through a system of copper piping to the various conditioning units. Boilers are so arranged as to be thrown automatically onto or off the line in accordance with varying outside temperature conditions. Thus, marked economy is effected in fuel consumption as contrasted to that which would be obtained if a single boiler were to be utilized.

4. Third floor processing room of the plant. At the extreme left is seen a Toledo Scale control tower with one of its two panels unlocked and in use. The tower indicates, by means of flashing lights, the completion of each of its sequences of operation and the operator in control then presses the proper switch which calls forth the next processing step.

5. The second floor processing room showing the fully automatic turntable with the Toledo Scale Company's control panel board and photo-electric eye scales. For the full description of this equipment, see the text in the accompanying article.



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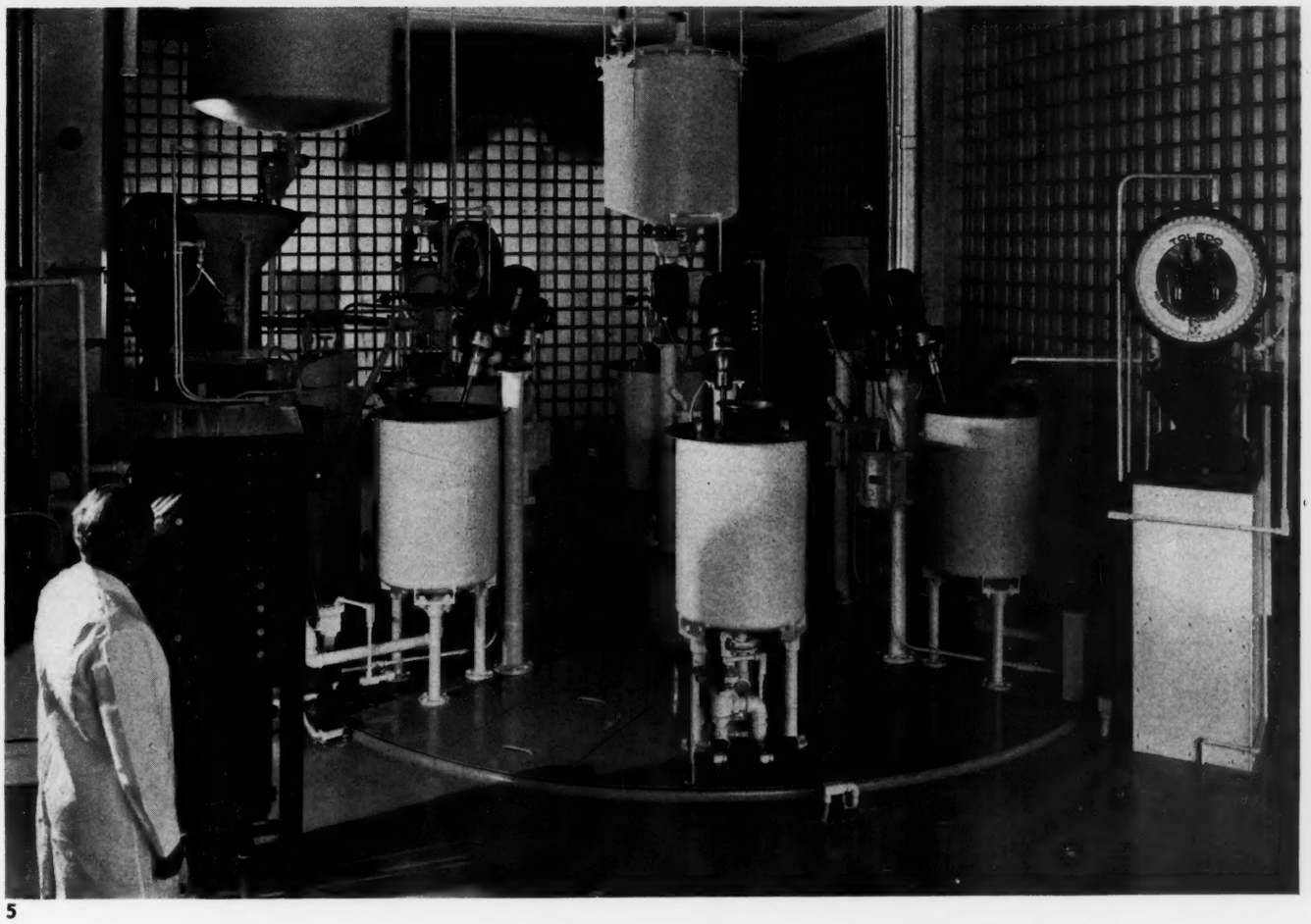

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6. Final storage tanks are housed in full length rooms on the third floor of the plant. Each tank is equipped with an individual agitator.

7. One of the visitors' galleries, from which the various processing steps may be seen through plate glass dividing walls.

8. Scene in the filling room. In sequence from the rear are seen a Kiefer rotary blower and bottler cleaner, a Kiefer rotary filler and a Capem bottle capper. This line operates on the 10¢ size package.

8

6

7

plant so that visitors could view all departments of the manufacturing business through a plate glass partition.

Provision for future expansion was taken care of by placing the building of the first industrial unit on the site in such a way that additional industrial units could be added in the future and be grouped around the private siding and trucking drive. No additional concrete, steel, temporary walls or anything of such nature was permitted in the new plant due to the fact that the owners felt that such additions, insuring against future expansion, was merely tying up money in overhead that must be carried until expansion was necessary, and that this would be a foolish expense when considered in the light that expansion, when the business grew to warrant it, could better be carried on at that time. The owners also felt that temporary walls, over-sized columns, etc., would not enhance the beauty of the building.

While the industrial engineers were designing the interior departments of the manufacturing plant they were kept in close coordination with the architects, and had in mind arrangements of symmetry, which, if possible, were to be held to if it would not be at the expense of efficiency. The cooperation between the industrial engineers and architects worked out very well

and neither the efficiency nor the architectural beauty of the plant was sacrificed.

The owners were desirous of having the building so designed that the sprinkler tank and heating plant stacks would be concealed. This was accomplished by a centrally located tower extending out at the center of the front face of the building. This tower houses a 50,000 gallon sprinkler tank, a special reservoir for distilled water, two steel stacks from the heating plant in the basement, and also serves as an entrance and a stair tower for the center of the building. In this stair tower the owners have used terra cotta, glass block, terrazzo and alumilite to enhance its beauty.

Work was started on the design of this plant in October 1935. Campana engineers had prior to that time traveled throughout the country seeking practical uses of photo-electric eye control equipment. One of the problems presented was accurate weighing of each of the sixteen ingredients which go into the product. To merely use a photo-electric eye control scale and then convey the ingredient to the batch tanks through a pipe line or conveyor or by hand would introduce inaccuracies, due to the fact that the pipe line conveyors or containers would retain some of the ingredients. It would even be possible for the operator to forget to add the ingredient in its proper sequence or forget to add it at all. The engineers, therefore, decided to design the processing department with the ingredient stations and electric eye equipped scales in a stationary position and rotate the batch tanks to these stations so that the discharge from the scale tank would be through a short line immediately into the batch tank.

The turntable idea, which is used in the second and third floor processing departments, was suggested by one of the executives of Campana and the engineer found that it was the solution to the problem of moving the batch tanks to the scales. All of the equipment surrounding these turntables was carefully planned and designed and then the Toledo Scale Co. was called in to develop the control mechanisms and the processing department was laid out as follows:

The general plan for the automatic control of materials in the new Campana plant, from raw state, in storage, to the finished products, bottled, packaged and cartoned for shipment, is impressive testimony to the ingenuity of the engineers who devised it.

The heart of their plan is the automatic control of the weighing, proportioning, batching and mixing of the ingredients, throughout production. The specifications of the company's products are very exacting, requiring,

9. An automatic machine line for 35¢, 60¢ and $1.00 Italian Balm packages. From the rear to the foreground are seen a Kiefer rotary blower and bottle cleaner, Kiefer rotary filler, Capem capper, Pneumatic Scale labeler and Redington cartoner.

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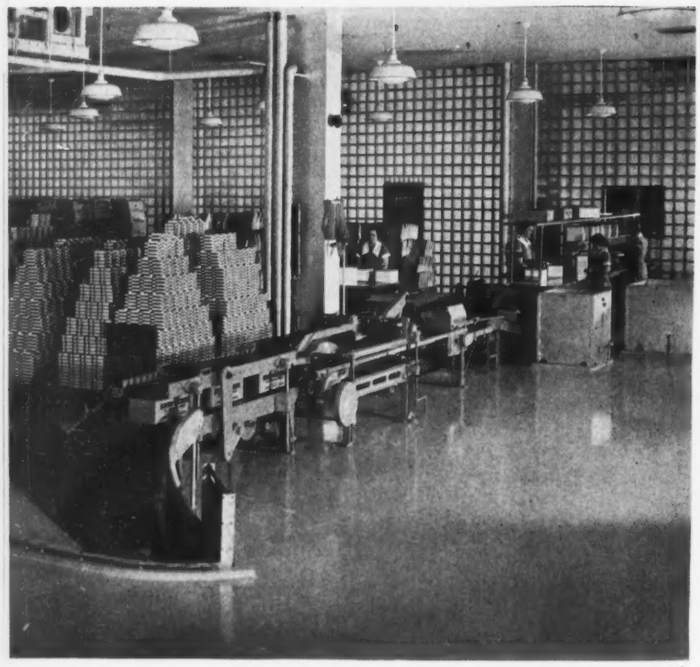

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10. The individually cartoned bottles are grouped into larger cartons which, in turn, are fitted into sleeves and then into corrugated cases. These pass through a J. L. Ferguson case sealing unit and thence into an Alvey-Ferguson spiral conveyor to the storage and warehouse rooms below.

11. An intricate system of spiral chutes, roller conveyors and belt conveyors permits rapid transportation of loaded cases to any desired portion of the warehouse floor. No two cases can go over the conveyor belt which leads off from the meeting point, at the center of this photo, at the same time. Photo-electric control brakes, which hold back one case until another has fully cleared the point, thus avoid jamming and bumping. The installation was designed and installed by the Alvey-Ferguson Co.

11

in some instances, accuracy within $^1/_{50}$th of 1 per cent.

To accomplish this, the Campana engineers asked the Toledo Scale Co. to design equipment with proper electrical interlocking devices which would assure them that the exact specified amounts of each material would be accurately weighed out, and injected into the process at the proper time. This meant that, in addition to accurately weighing the ingredients, this equipment must control time elements, open and close valves, start agitators and pumps and perform other related operations.

The first operation consists of accurately blending high-priced essential oils, on a Toledo Scale sensitive to $^1/_{100}$th of an ounce. The exact amount of material is weighed out within tolerances of $^1/_{50}$th of 1 per cent.

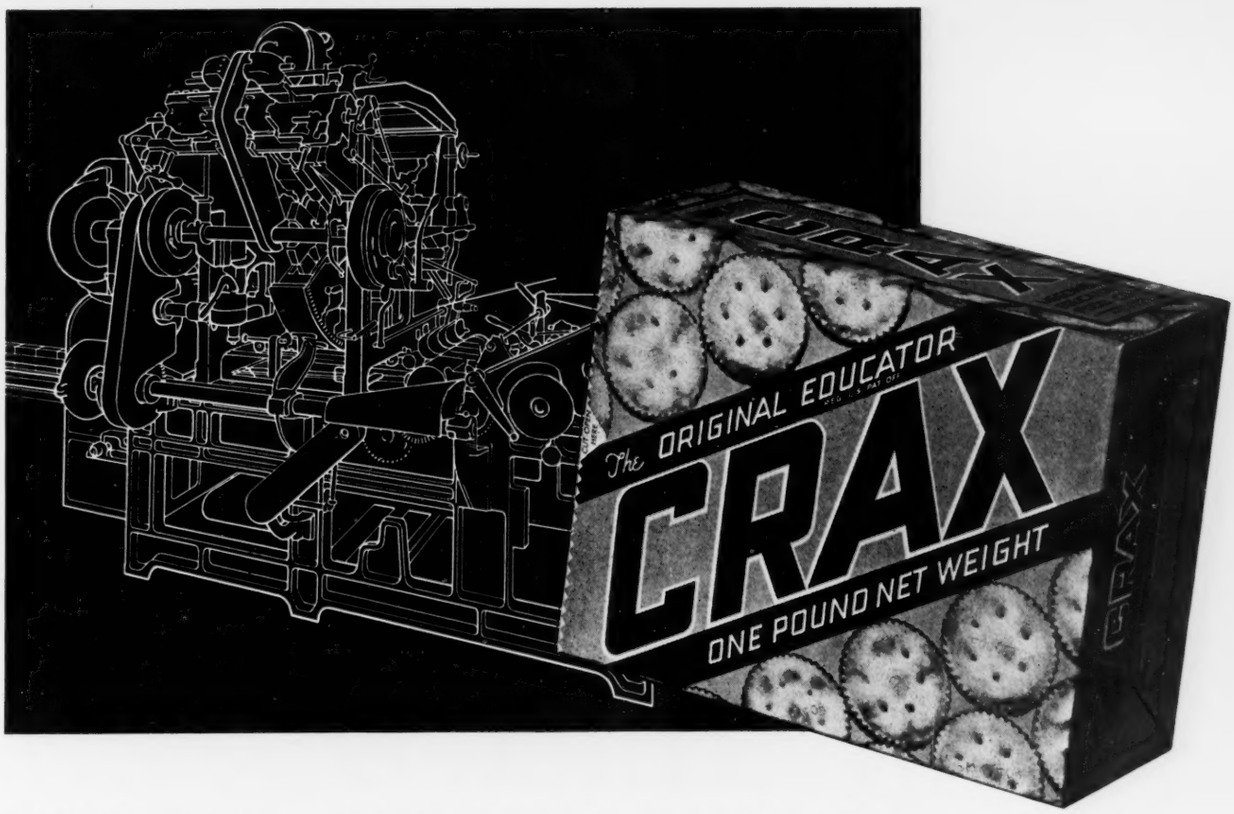
The blended essential oils are then automatically proportioned and mixed with alcohol, to make a concentrate of specified consistency. This is done by means of a Toledo Scale equipped with photo-electric cut-offs. Science has probably reached its ultimate in the intricate control system which not only guards these essence mixing tanks, but assures, by foolproof protection, the fact that every new batch of essence to be mixed will be complete and uniform in makeup. One by one the different substances are added—some requiring aging—some mixing, before the next ingredient can be put in. But, the possibility for human error has not only been reduced—it has been completely removed. These glass lined mixing tanks cannot be opened or used until they are released by the electrical control tower, the key to which is available only at the front office. A series of buttons must be operated before any material can be put into the tanks and before any mixing or agitation can be consummated, and before anything can be taken out.

As the first button is pushed, and the first material flows in, a red light flashes. When the operation has been completed, an adjoining green light in the control tower flashes. Only when one operation is finished, will the next one start. Electrical controls, governed by photo-electric cells, forbid the entrance of one material or the beginning of one process of manufacture until its correct sequence has arrived.

When the entire series of controls and lights has been passed through, and the final green light gives the word that the compound is finished, this concentrate is then pumped to storage above another scale, where it is further batched with several other ingredients, all automatically controlled by the scale. All are electrically interlocked so that diverting valves are opened when a certain material is made; agitators are started and stopped at the proper time; and each individual ingredient weighed out within very close tolerance and in proper sequence.

This batching equipment is so designed that once the operator starts on a certain batch of material, each ingredient is automatically introduced in sequence, agitation takes place at the proper time intervals and the batch is completed before the operator can start another batch.

Furthermore, possible temporary interruptions of



MEGOWEN-EDUCATOR FOOD CO.

gives credit to the PNEU-TITE *Wax Package*

"In the two years since we first adopted this new carton," says Educator "we have never received a single complaint on the crisp tender taste of Crax."

Educator gives much of the credit for this splendid record on their famous Crax to their Pneu-Tite Wax Wrapped Carton. Furthermore, the plain shell, lined with waxed glassine and wrapped with the printed, "waxed-on-one-side" wrapper, is decidedly lower in cost than their former carton. And it makes a stronger package that provides greater protection against breakage.

Because this carton has proved so successful for CRAX, Megowen-Educator Food Company is now using the same type container for six other items in their line. Send for Bulletin No. 30 which gives complete details.

LOWER COST PER CONTAINER

★ PNEUMATIC
PACKAGING & BOTTLING EQUIPMENT

PNEUMATIC SCALE CORPORATION, LTD., 71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)
Branch Offices in New York Chicago San Francisco Los Angeles Leeds, England Paris Melbourne Sydney, N. S. W. Wellington Buenos Aires

electric service will in no way disrupt these operations. When electric service is resumed, the sequence of batching operations proceeds automatically from the step at which it is held if such interruptions occur.

Following these pre-mix batching operations, batches are delivered to storage tanks from which they are automatically released for the further injection of other ingredients, agitation, milling, filtering and similar additional processing operations. A particularly ingenious method of handling and further processing these pre-mixed batches has been developed by the company's engineers. A revolving table carrying glass-lined tanks is automatically indexed at definite intervals, $^1/_8$ revolution at a time. Each tank is equipped with its own agitator. The entire process involved in one complete revolution of the turntable, takes eight hours.

At each indexed position of the table, a tank receives injections of new materials, pre-weighed and discharged into it by Toledo Scales equipped with photo-electric cut-offs. These scales are interlocked electrically, with

12. The main storage conveyor runs along the entire length of the building. Each size of package and each different product is packed in a different size case. Photo-electric cells at different stations along this belt control mechanisms which trip off the larger cases at desired points, permitting smaller ones to proceed to the farther end of the plant. Any desired variation in the performance of this equipment, to meet special storage conditions, can be achieved.

CHAMPLAIN

ROTARY PRINTING MACHINES

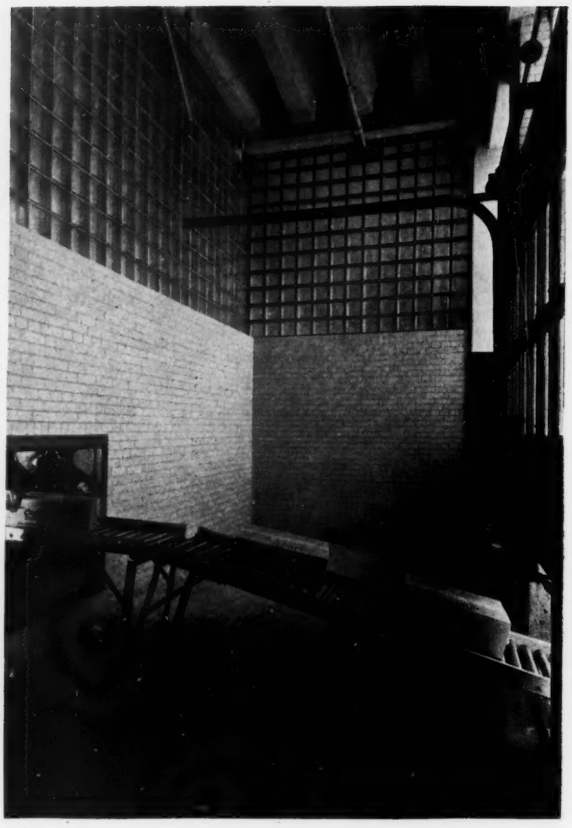
CHAMPLAIN printing and fabricating machines used for the production of display cartons.

CHAMBON and CHAMPLAIN Rotary Printing Machines are designed to produce the highest quality of multicolor package and specialty printing at substantial savings over present costs. They are roll-fed with all operations continuous. They print from PERFECT CIRCLE PLATES by letterpress, offset, and gravure methods, on all types of paper from tissue to board. In addition, they perform all supplementary operations such as varnishing, lacquering, laminating, scoring, creasing, embossing, perforating, sheeting, slitting, rewinding, dieing out, etc. To inquirers submitting samples and production data we shall be glad to send full details.

CHAMBON CORPORATION

Manufacturers of CHAMBON & CHAMPLAIN Presses. GARFIELD, NEW JERSEY

13



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13–14. Electric tote-trucks bring skids of shipping cases to the shipping rooms from which they slide, through ports in the wall, on roller conveyors onto the waiting trucks. Thus, no truckmen or other "outsider" need ever enter the plant nor are large doors ever thrown open to provide access for ponderous trucks into the plant proper. Special waiting rooms and wash rooms are provided for the convenience of visiting truckmen.

each other, and with the indexing and timing operations; so each tank receives an exact pre-determined amount of material. Any deviation from the established cycle of operations stops everything. In this way, the exact amount of ingredients is injected at the right time and with exactly the right amount of uniform agitation.

From this first table, the materials are discharged into storage tanks near the ceiling of the floor below. From here, they are automatically fed into tanks on another table, below, indexed for $^1/_6$ revolution position. Here the materials automatically receive additional injections and agitation in accordance with pre-set times and quantities, controlled again by electrically operated Toledo scales.

From the second table, the product is discharged, from each tank in sequence, into storage tanks below. From these tanks, it is pumped through a filter press and special milling equipment, and from there to final storage. Glass-lined tanks are used in all these processing operations.

It will be of interest to note at this point that the tanks on the turntables and in the processing departments were designed to take care of 25 per cent in excess of the maximum processing department demand up to October 1935. This processing department equipment will take care of this demand in one 8-hour shift. If Campana wishes to double production of finished products, they only have to add one more 8-hour shift or if they want to triple it, add two more 8-hour shifts, making total 24-hour operation. While this work would mean additional packaging lines, Campana would not have to add a single tank, scale or piece of equipment to their processing departments.

The machine lines which package the product were laid out on the second floor of the plant. The finished product is fed into these packaging lines by gravity from the third floor storage tanks. The packaging materials are fed to the machine line by a system of conveyors and elevators from the first floor warehouse. Campana receives its glass bottles in corrugated reshipping cases. These full cases of empty bottles are placed on a roller conveyor, in the first floor warehouse, which discharges one case at a time as required onto an elevator conveyor. The latter elevates this case of empty bottles from the first floor warehouse up through the second floor to the position where the machine operator feeds the empty bottles onto the bottle conveyor belt. The case of bottles comes to a rest just a few inches below the feed belt and whenever the operator needs another case of bottles she pushes an elevator button, which brings the elevator up the remaining few inches, the case rolls off onto the bottle feed table conveyor and in leaving the elevator, releases a limit switch, which automatically sends the elevator (*Continued on page 104*)

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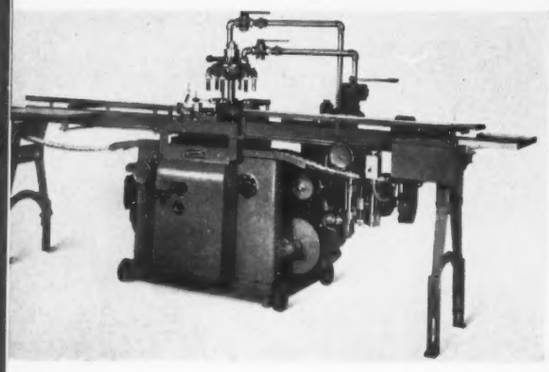

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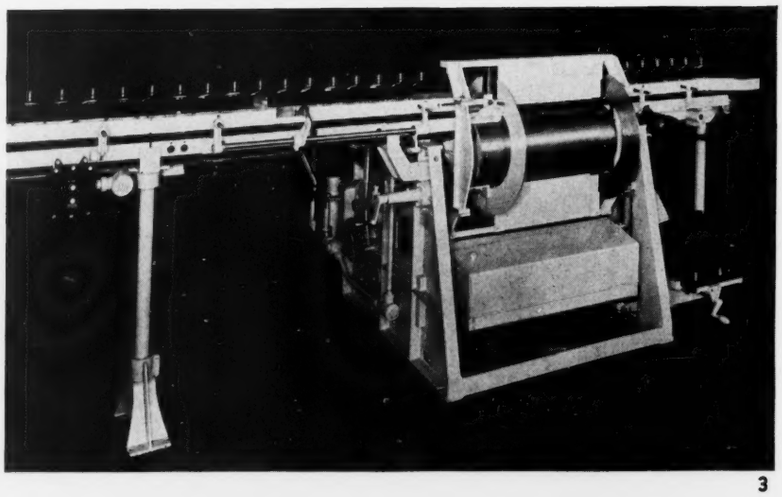

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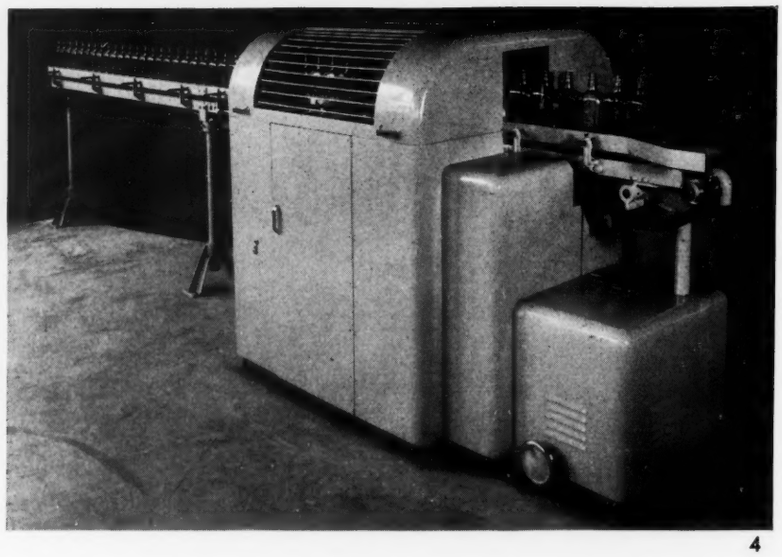

4

1. With controls and indicators on the panel switchboard, the new Kiefer Endweld tube filler and sealer houses most of its moving parts in a neat modern metal cabinet.
2. The Kiefer Two-Stream machine, while not as completely "streamlined" as its tube filling brother, likewise points the trend toward all-over housing of moving parts and controls.
3–4. Before and after photographs of the Pneumatic Scale Corporation's Inverted Air Cleaner machine for cleaning bottles. All moving parts and controls are completely housed with the natural exception of control mechanisms.

WHY STREAMLINE MACHINERY?

WITHIN THE PAST HALF YEAR, A PRONOUNCED trend has become apparent toward the equipment of packaging machinery with "streamlined" housings, fully enclosing the entire unit of equipment. The three examples shown above are among the most recent and most advanced instances of this type of design, but they reflect a trend common to almost every firm in the field.

The question naturally arises, "Why streamline such machinery? Is this merely a fol-de-rol, an attempt to translate the beauty of airplane and automobile design into a field of static machinery where it has no real function, or is it a fully justified trend which will enhance the quality and performance of packaging machinery and increase its usefulness for the packager?"

To understand the present line of development, one must realize, first, that housings as such are not new. The passage of the ever-increasing multiplicity of State and local laws relating to safety devices, and the increasing speed of operation of packaging machines have, for many years, induced machinery designers to develop housings or guards for the isolation of moving parts. Such guards, however, appeared on the machines almost as afterthoughts.

A single model might *(Continued on page 108)*

JENNY LIND PANCAKE FLOUR

Goes to Town

IN A NEW DRESS

It's an S & S Tight-Wrapped Package

SCHULTZ-BAUJAN & CO. of Beardstown, Ill., is one more company to join the ranks of those who package their products on complete Stokes & Smith Packaging Lines.

Jenny Lind Pancake Flour is speedily and accurately filled into plain unprinted cartons on an S&S Filling Machine. These cartons are closed and sealed, top and bottom, on the S&S Carton Sealer. Conveyors then carry them to the S&S Tight-Wrapper where they are quickly wrapped and sealed with varnished wrappers.

The result is a package sealed against dust and weevil—a package that is non-sifting and remarkably resistant to air and moisture. Equally as important is the fact that the fine appearance of the Jenny Lind Packages gives them first choice over competitive packages at the point of sale. Write for detailed information.

STOKES & SMITH Co

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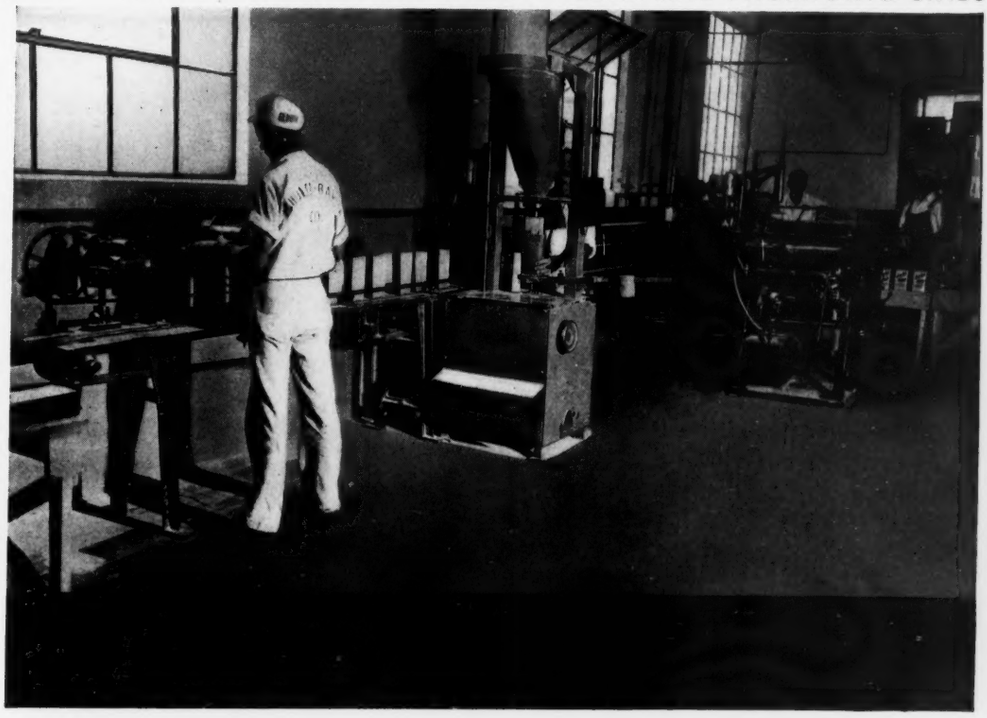
FILLING MACHINES • CARTON FILLING AND SEALING MACHINES • BAG AND ENVELOPE FILLERS AND SEALERS • TIGHT-WRAPPING MACHINES • COMPLETE PACKAGING LINES



S & S Packaging Line in the plant of Schultz-Baujan & Co., Beardstown, Illinois

Equipment and Materials

NEW DEVELOPMENTS IN PACKAGING MACHINERY METHODS AND SUPPLIES

Rubber Roller for Aniline Printing

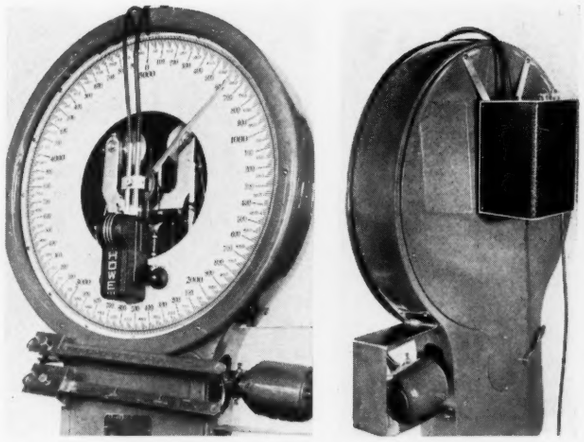
Bingham Bros. Co. is manufacturing, and A. E. Marconetti, Inc., is distributing, a new patented type of roller for aniline printing of package papers known as the "Decotube." The roller consists of a seamless tube of rubber upon which is molded the desired design. This tube is cemented onto the rubber base of the roller proper. By this method, it is claimed, any design can be duplicated which can be reproduced by means of a line cut. The necessary number of hard rubber plates are molded from the original metal cut and mounted upon an iron core. The design is then engraved across the seam of this hard rubber pole and the whole is then vulcanized. During this vulcanization, the rubber flows into the seam and the collection of individual plates becomes a single plate. This pole is then used as a mold on which a soft rubber tube is cast. This tube, when reversed, is mounted on the rubber base of the roller and the continuous design printing roller is complete.

The following advantages are claimed for the new roller: First, regardless of the intricacy of the design, no seams appear on the surface of the roller or on the printed sheet. Second, there are no plates which can possibly come loose from the roller while running and cause expensive damage to the machine, not to mention an equally costly shut-down. Third, the mold, if desired, can be held and new sleeves reproduced as often as necessary if the design is to be used on long runs that wear down the roller or if an accident damages the original roller. Such reproduction replacement can be accomplished within two or three days and at a very low cost.

Molded Carton Opening Device

The Field Manufacturing Co. has developed a carton opener which utilizes a single edge razor blade held in slots or channels to provide a cutting edge. The device is so designed that the operator's fingers are protected from any possible injury.

Photo courtesy Bakelite Corp.



The photo-electric cell is held in any desired position on the scale dial by means of suction cups. Balance of the mechanism is housed in the rear of the scale.

Electric Cut-Off for Scales

The Howe Scale Co. has developed a new electric cut-off attachment whereby a photo-electric unit, actuated by the passage of the pointer over a predetermined spot on the scale dial, controls the opening or shutting of filling machinery hoppers, batching equipment, control valves, and other units connected with the operation of feeding material over a scale.

The device consists of a small metal housing which attaches by means of suction cups to the glass on the front of the scale dial. Within this housing is contained the photo-electric cell which actuates the shut-off mechanism, and a light source which throws a beam of light to the face of the dial and back to the cell. When this beam is interrupted by the passage of the scale pointer, relays contained within a second housing set to the rear of the scale are actuated and in turn control the desired feeding or shut-off movements.

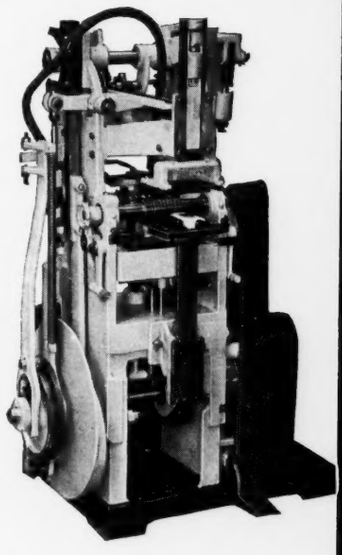
Two or more units can be used at various points on the dial when it is desired to set a maximum-minimum control of weight. A single unit can be used to cut off, slow down, or to start dribble at any desired weight, and later can be shut off completely by a second unit.

The device operates on 110 volts, 50 to 60 cycles alternating current with a consumption of approximately 40 watts. Contacts in the relay units are rated at 300 watts and are single-pole, double-throw design. Pilot lights on top of the relay unit indicate when the contacts within are open or closed.

1937's BEST SELLER!

"SAVING MONEY on BOTTLE LABELING"

by Pony Labelrite...



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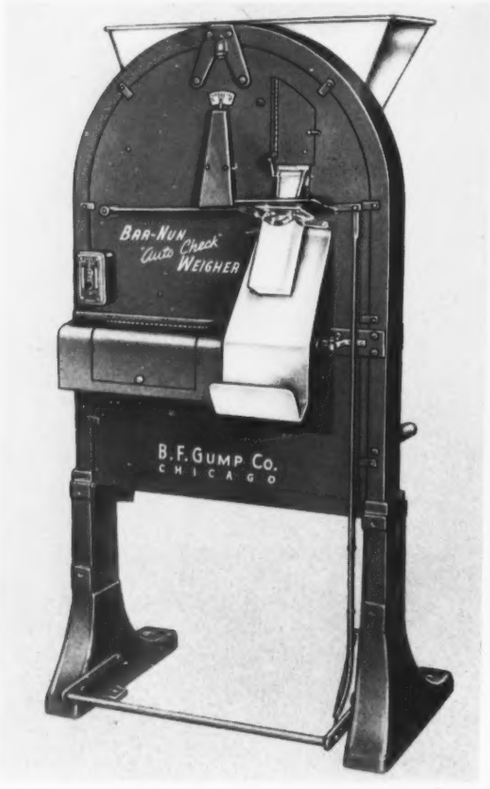
•
120-A-MINUTE FULLY AUTOMATIC

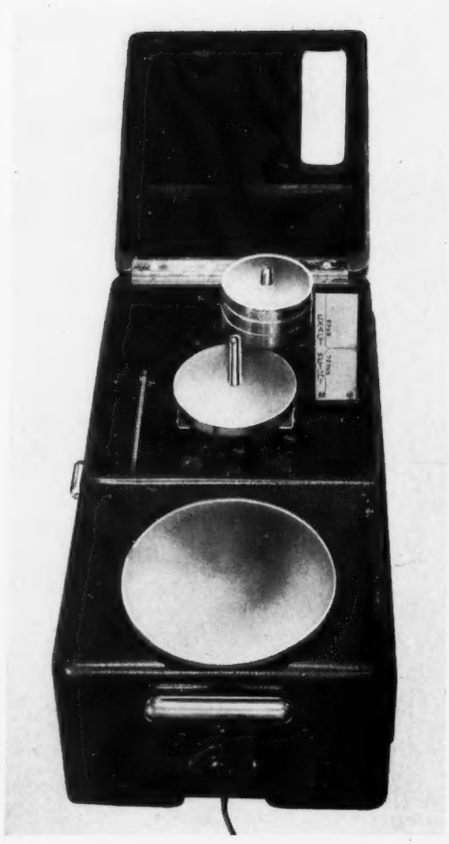
VTM CORP.

Automatic Weigher Incorporates Speed Features

A new unit which weighs, check weighs and fills granular, powdered, flaked or pulverized materials into bags, cartons, envelopes or glass containers in a single automatic operation has been placed on the market by the B. F. Gump Co. Known as the Bar-Nun "Auto Check" net and gross weigher, the machine is claimed to provide an extremely speedy production combined with an accuracy of weighing guaranteed to be held to a maximum variation of $^1/_{61}$ oz. plus or minus. The machine fills quantities ranging from $^1/_4$ oz. to $^1/_2$ lb. Materials are diverted from a fast moving, continuous stream and are gradually cut down to a quick positive dribble finish. A pointer and dial are provided to show the plus or minus weight of a discharge. The plus or minus poise setting is eliminated by a new scale beam that is graduated in



ounces and fractions thereof. One operator, it is claimed can average from 18 to 25 completed packages per minute, feeding the bags into the bag opener, removing the filled bags and closing and stapling. The machine, however, has a speed range up to 30 discharges per minute. Extreme flexibility is likewise incorporated, changes from one size package to another being practically instantaneous. The unit is completely self-contained, ready for immediate operation by plugging into a light socket. The bag opening device incorporated in the new machine eliminates the difficulty usually encountered in handling small bags. A special deflector releasing lock prevents deflection of material if bag is not in place thus eliminating all possibility of spillage.



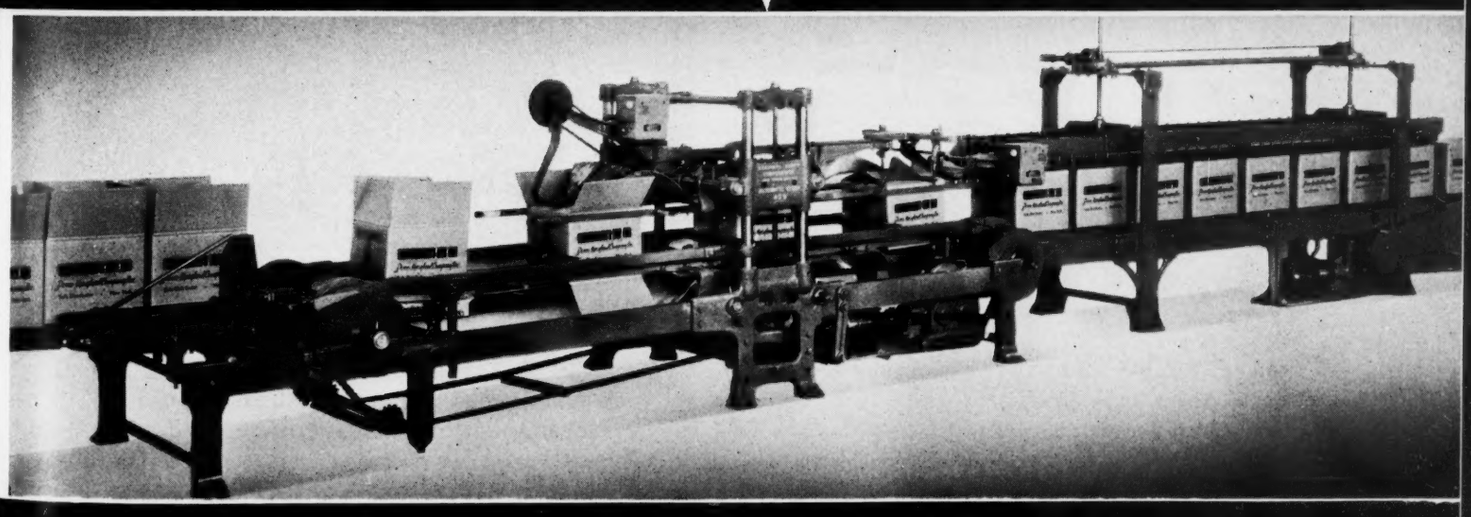
Shadowgraph Eliminates Weighing Inaccuracies

A new device claimed to eliminate the two outstanding disadvantages of mechanical weight-indicating mechanisms, friction and parallax, is being marketed by The Exact Weight Scale Co. The Shadowgraph is a weighing unit composed of an even balance scale mounted on a common base plate. Indication is derived from a needle mounted on the load receiving end of the scale. This needle intercepts a single light beam thus projecting a pointed shadow onto a reading dial. The commodity platter receives the commodity to be weighed. Weighing is done against actual sealed weights deposited on the weight platter. By substituting a simple shadow on the dial, the Shadowgraph reduces moving parts more than 30 per cent, it is claimed. A parallax reading is impossible since shadow indication is thrown directly on the dial and replaces mechanical reading. The machine is noiseless in operation and is not affected by dust-laden atmosphere or other adverse conditions. It operates on either AC or DC current and has a maximum capacity of 5 lbs. It is claimed that the machine makes possible more accurate readings where tolerances are unusually strict and reduces the time ordinarily required where extreme commercial accuracy is necessary. The unit will weigh accurately even without a level position, permitting use on rough work benches and movement from place to place. The machine is self-contained, provides its own illumination and is finished in dark green or dark grey to overcome any tendency towards eye strain.

STANDARD-KNAPP case sealers have "HAD THEIR WHEATIES TODAY"

. . . and the full production of every other major cereal and breakfast food as well!

You'd have a job naming an industry which cases its goods in which Standard-Knapp case sealing equipment isn't dominant. The reason? Merely that for more than twenty years, these machines have been doing yeoman work in plants throughout the country . . . at the lowest per unit cost and the highest operating efficiency. Check with Standard-Knapp when you plan your new plant layout.



STANDARD-KNAPP CORPORATION

MANUFACTURERS OF CASE SEALING, CASE PACKAGING, AND CAN LABELING MACHINES

43-27 32nd PL., LONG ISLAND CITY, N. Y.
208 W. Washington Street, CHICAGO
1001 Society for Sav. Bldg., CLEVELAND
909 Western Ave., SEATTLE
420 S. San Pedro St., LOS ANGELES
189 Second Street, SAN FRANCISCO
Windsor House, Victoria St., LONDON, ENGLAND

Plants and personalities

REED-PRENTICE CORP., Worcester, Mass., has appointed Robert J. Schmidt as sales and service engineer on its line of plastic injection and molding machines. Mr. Schmidt will be connected with the New York office, 75 West Street.

THE FIRST UNIT of the Container Corporation of America's $9,000,000 Fernandina, Fla., mill was formally launched on January 14 with the unveiling of a plaque in tribute to Dr. Charles Holmes Herty, whose pioneering research in the utilization of slash pine for the manufacture of Kraft papers is largely accountable for the development of this and other Southern mills. The plaque was unveiled by Walter P. Paepcke, president of the Container Corporation of America, and a group of distinguished guests of Florida's Governor Fred P. Cone were addressed by Secretary of Commerce Roper, James G. Stahlman, president of the American Newspaper Publishers Association and Senator Claude Pepper of Florida. The new mill, operated by Kraft Corporation of America, a subsidiary of the Container Corporation of America, incorporates the latest and most efficient devices known to paper making. The first unit of the mill is now in operation and additions, to substantially enlarge its capacity, are under construction.

ALFRED S. ANDREWS of The Great Lakes Box Co., Cleveland, will serve as general convention chairman of the 20th annual convention of the National Paper Box Manufacturers' Association at the Hotel Cleveland, Cleveland, May 22 to 25, 1938.

H. P. CLUNAN has been placed in charge of Pliofilm sales for all packaging purposes by The Goodyear Tire and Rubber Co., Inc., Akron, Ohio.

JOSEPH B. BLAKISTON, treasurer of A. H. Wirz, Inc., Chester, Pa., died December 20 at the age of 52. He was affiliated with A. H. Wirz since 1914 and was widely known for his many activities in civic movements and social service enterprises.

F. GLADDEN SEARLE, vice-president in charge of sales for the Continental Can Co., has announced that H. A. Goodwin, advertising manager for the company has also been placed in charge of the newly created Market Research and Development Departments. Mr. Goodwin will continue to be in the New York office.

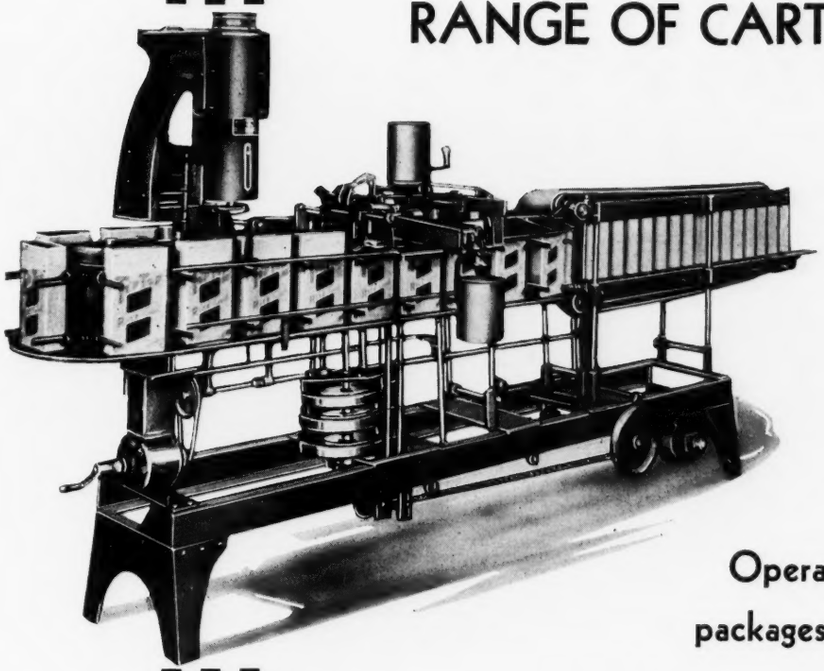
THE CLOSURE DIVISION OF THE Mundet Cork Corp., Brooklyn, N. Y., announces the following additions to its sales staff: George Stoll, representative in northern Indiana and northern Illinois; E. W. Crow, assistant to F. S. Terry in the Memphis territory; Walter Salvo, representative in Brooklyn and Queens, N. Y.

PAUL S. RUMPEL, merchandising manager of W. C. Ritchie and Co., died on December 26 from injuries received in an automobile accident.

WILLIAM E. TAYLOR

WILLIAM E. TAYLOR, vice president and director of the American Can Co., identified with that company since its formation in 1901, died on December 9 at the age of 59. He was instrumental in the improvement of machinery and equipment in the canning industry as well as exerting tremendous influence in the can manufacturing business. Mr. Taylor was one of the best known and best beloved men in the industry. He is survived by his widow and two sons.

EASILY ADJUSTABLE FOR A WIDE RANGE OF CARTON SIZES



POCKET TYPE CARTON SEALER AND WEIGHER

Operates at 30 packages per minute

The PACKOMATIC "PT" Carton Sealer handles cartons ranging in size from 2½" to 6" width, 1" to 4" depth, and 4" to 10" height. No change parts are required. Furnished with Net Weigher, Auger Type Filler, or Volumetric Filler.

A fully Automatic Carton Sealer requiring only one operator. Intermittent smooth operation. The cartons are registered by operator into pockets, where they are held squarely in adjustable holders.

All operations for the sealing of bottom flaps, weighing, filling, and sealing top flaps are performed automatically. An economical machine that will speed up your production.

Your packaging problems will receive expert confidential attention in our hands and no obligations. Call for a PACKOMATIC engineer!

PACKOMATIC
PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

District Representatives:

NEW YORK	SAN FRANCISCO
CHICAGO	LOS ANGELES
CLEVELAND	SEATTLE
BOSTON	NEW ORLEANS
ST. LOUIS	DENVER
DALLAS	

ANNOUNCEMENT IS MADE of the amalgamation of The Gugler Lithographic Co., Milwaukee, Wis., and The Latham Litho Co., Inc., of Long Island City, N. Y. O. B. Gugler, president of the Gugler company will handle the Western sales of the Latham company, LeRoy Latham and A. E. Davis serving the East as in the past. The same officers of each company will continue in their respective positions.

GENERAL PLASTICS, INC., North Tonawanda, N. Y., has just issued an informative booklet, "Durez Products List." Careful consideration is given to physical properties, applications, color and other molding factors that relate to the use of Durez as a packaging material. A section of the booklet is given over to a discussion of molding data and suggestions on part design.

BAKELITE CORPORATION, New York, has introduced a new Bakelite plastic, a polystyrene material, to the industry. A recent folder, "Another New Bakelite Product," available on request, fully describes the qualities and applications of this new plastic development.

HENRY TWEED

MIDDLESEX PRODUCTS CORP. of Cambridge, Mass., announces that Henry Tweed, formerly with the home office, is now in charge of the Philadelphia office at 401 North Broad Street. Mr. Tweed will represent the company in Pennsylvania and the South.

THE NEW HAVEN PULP AND BOARD CO. announces the purchase of the equipment of the Fitzhugh-New Haven Corp. The company will specialize in the manufacture of folding boxes requiring multi-color printing, varnishing, bronzing, etc. William W. Fitzhugh, Inc., in announcing the discontinuance of its folding box division formerly conducted in New Haven, Conn., has pointed out that this division's operations have now been merged with the company's plants at Ridgefield, N. J., and Brooklyn, N. Y., where facilities are maintained for the production of folding boxes by the letterpress and gravure process.

N. S. STODDARD

N. S. STODDARD has been appointed advertising manager of the plastics department of the General Electric Co. by C. H. Lang, manager of the company's advertising and publicity department. Mr. Stoddard, a graduate of Choate School, class of '26, has been with the General Electric Co. since 1931 when he entered the publicity department. Later in the same year he was transferred to Lynn, Mass., to handle advertising and sales promotion for the plastics department. After a brief period in the plastics plant at Meriden, Conn., he returned to Lynn, where he spent the next five years. In 1936, Mr. Stoddard went to Pittsfield and when the plastics department was affiliated with the appliance and merchandise department, his offices were changed to Bridgeport, Conn.

THE AMERICAN DECALCOMANIA CO., Chicago, announces a 60 per cent increase in floor space and plant capacity. Simultaneously the company's sales department is being enlarged with representation in major areas now without field coverage. The program will be under the direction of Charles H. Callies. V. Bruce Knapp will head a special department as merchandising counselor and special representative on premium lines. K. L. Mathews becomes sales promotion and advertising manager. Coincident with the enlarged sales and advertising program, preparations are under way to establish a Western plant in California.

THE HAZEN PAPER COMPANY was the recipient of Merit Award Certificates of the Associated Industries of Massachusetts at the 22nd annual meeting of that organization, held recently in Boston. These Certificates are awarded to Massachussetts manufacturers in recognition of notable achievement on new or improved products developed within the past two years. The Hazen award was gained by the company's pyroxylin coated paper, Chrome Silver, for "its outstanding qualities—brilliance, flexibility, waterproofness and resistance to tarnish."

CRAFTS, INC., has moved its wood boxes and merchandise display manufacturing facilities to larger quarters at 70 Tingley Street, Providence, R. I.

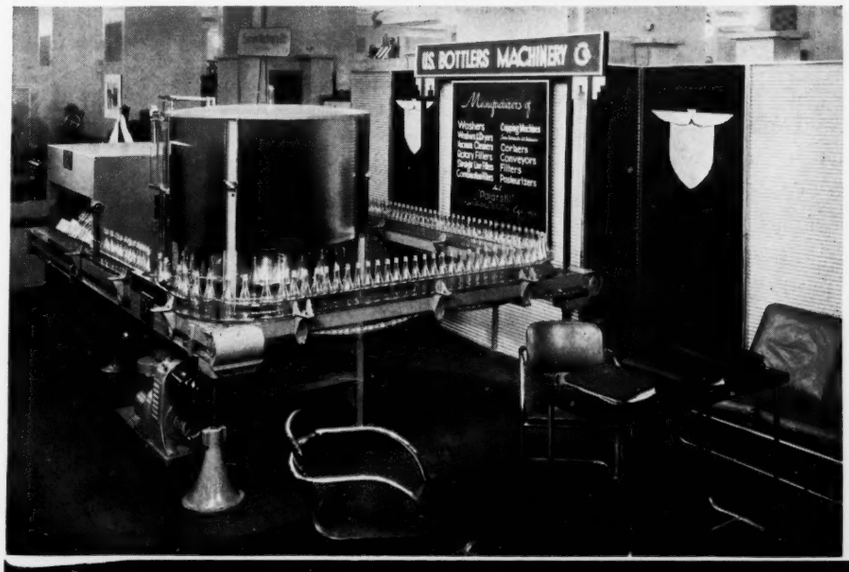
U.S.B.M.CO.

Come TO THE CANNERS' SHOW

HOTEL STEVENS CHICAGO, JAN. 24-28, 1938

See OUR EXHIBIT

- **We will show in operation a new fully automatic Washing and Filling unit, specifically adapted for high speed washing of containers, and filling of such products as Catsup, Fruit Juices, Vinegar, etc.**
- **Everyone attending this show, interested in the bottling and packaging of liquids and semi-liquids, is cordially invited to visit us at our booth or headquarters on the 7th floor of the Stevens Hotel.**
- **Members of our Engineering Staff will be in attendance, and glad to discuss with you any particular bottling and packaging problems you may have in this field of activity.**



- *Our booth space is No. 37 in Machinery Hall.*
- *Room No. 753 will be our headquarters.*
- *Come and see us. The Welcome sign is hanging out.*
- *Our last year's exhibit shown at left. We will occupy the same space this year.*

U. S. BOTTLERS MACHINERY CO.

4030 North Rockwell Street — Offices in all principal cities — Chicago, Illinois

FOR YOUR *information* FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

STOKES AND SMITH CO., Philadelphia, Pa., has issued a brochure describing its Transwrap packaging machine for forming, filling and sealing transparent cellulose packages.

HOLYOKE CARD AND PAPER CO., Springfield, Mass., has issued a swatch book containing a full range of fourteen colors of its new art-velour flint papers with velour printed bow knot design.

ADVANCE SHOWING OF 1938 EQUIPMENT is a brochure issued by The Vol-U-Meter Co., Buffalo, N. Y., illustrating and describing the Company's extensive line of equipment for measuring and liquid filling of various types of containers.

GENERAL PRINTING INK CORP., New York, has issued a new specimen book, "Ink Gems," illustrating thirty colors of Glostone inks, designed for use on clay-coated carton stocks.

SWINDELL BROTHERS, INC., Baltimore, Md., has issued a new edition of its catalog of stock bottles and jars, illustrating and describing a wide range of machine-made and hard-made stock and private mold bottles for creams, talcums, perfumes, drugs, liquors, prescriptions and numerous other products.

"HOW TO PACK IT," a booklet providing many ideas for the manufacturer confronted with the problem of designing corrugated shipping boxes or other protective packings, has been issued by the Hinde and Dauch Paper Co.

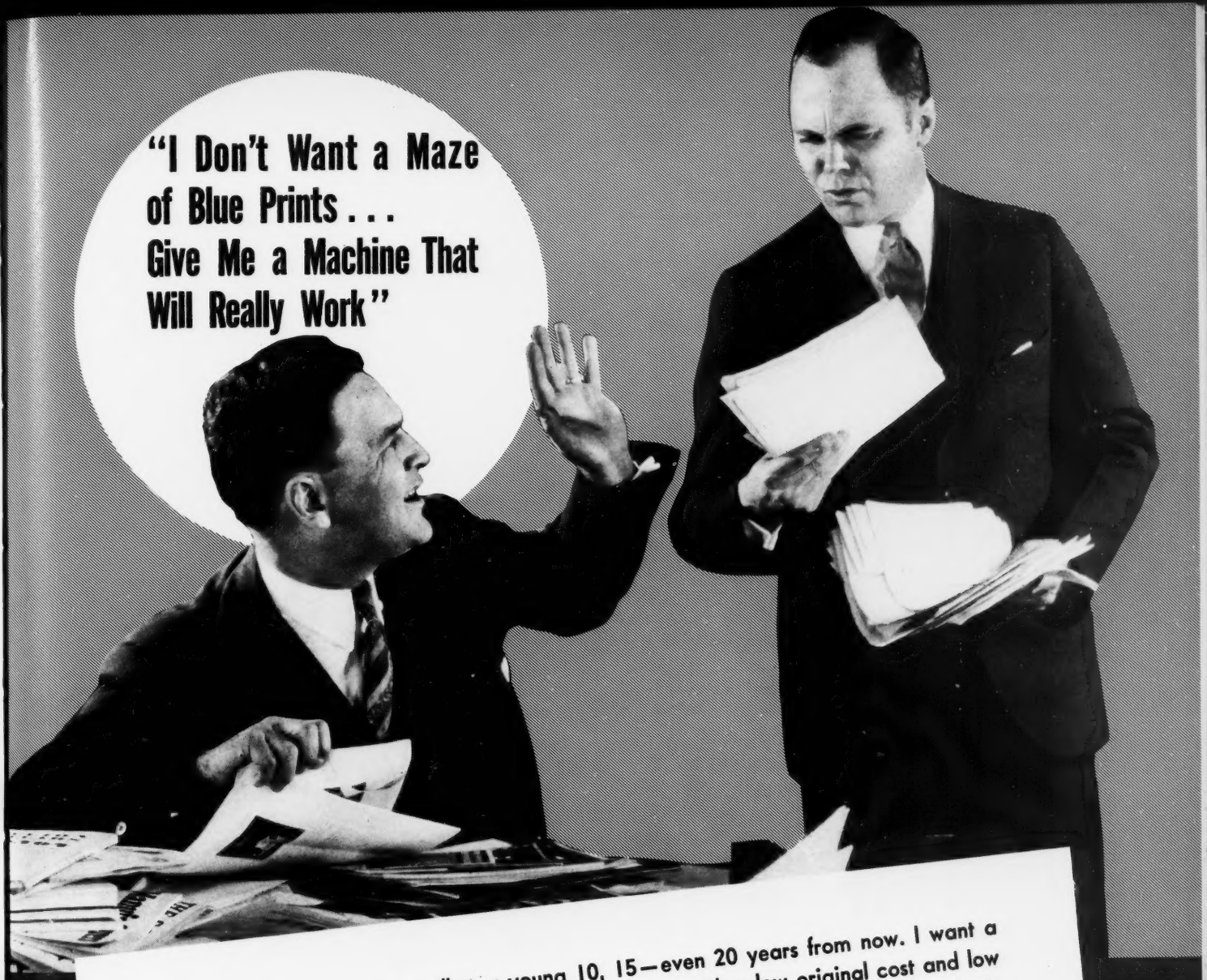
SACKETT AND WILHELMS LITHOGRAPHING CORP., New York, has produced "Creative Artists, 1937," a book of reproductions of the advertising art work of leading illustrators intended as a reference work for the use of buyers of commercial art. The volume is available on request.

"BEER CONSUMPTION IN THE AMERICAN HOME" is a market study issued by the Marketing Division of the American Can Co., New York, based upon interviews with the heads of 54,000 families throughout the country. The survey is the work of The Psychological Corp. of New York, a research organization which worked, in this instance, in collaboration with the American Can Co. Included in the profusely charted reports is an analysis of the beer drinking habits of the various income groups and of the population of various localities throughout the country. This should prove of particular interest to packagers of fermented malt beverages in the preparation of sales promotion material. Data is given on the percentage of families drinking beer at home in 23 selected cities. Information is also supplied as to the buying habits, in terms of units purchased at the time, of the various income and locality groups.

"COMPLETELY AUTOMATIC MOLDING OF Thermo-setting Plastics" is a brochure issued by the F. J. Stokes Machine Co., Phila., Pa., announcing and describing the new Stokes No. 200 Automatic Plastics Molding Machine. This machine (described in detail in MODERN PACKAGING for October 1937, page 84) is the first of its type available for the automatic molding of thermo-setting molded plastic parts.

A COLOR CALENDAR featuring appropriate color combinations for each month in the year with suggestions on how to use them most effectively is being distributed this month by the International Printing Ink Corp., New York. The various pages carry enough different color steppings to make 2500 two-color combinations or 60,000 three-color selections. Two gray masques are included with the Calendar to simplify color matching and color selection. The sheets are notched so they may be detached and replaced easily, facilitating the combination of various related color groupings. The first pages in the Calendar tell how to choose colors according to the complementary, neighboring and tried principles. Instructions are given on using sheets to get the greatest number of color schemes. The Calendar contains examples of many types of letterpress and offset printing, including work done with gold and silver metallic inks, process printing, Ben Day, and overprint varnish. An explanation after each color sheet tells how it was printed and indicates how special effects were produced.

SAVINGS IN SIMPLIFIED WRAPPING, published in a limited edition by the Research Bureau for Retail Training of the University of Pittsburgh, provides a wealth of information on methods of organizing retail wrapping for economy and efficiency. While of little direct use to manufacturing packagers, it may well serve as a guide for those whose products must sell through department and variety chain stores and who would seek added retailer-values through the planning of packages keyed to the retailer's wrapping needs. The book, priced at $5.00 the copy, is available through the University publishing office.



"Give me a machine that will stay young 10, 15—even 20 years from now. I want a machine with plenty of stamina for hard service. One with a low original cost and low operating and maintenance costs. A machine that will pep up my production, eliminate waste and enable me to make the most of my equipment."

O. K. Mr. Manufacturer. U. S. Automatic and National take up that challenge!

Here are machines that for over forty years have been noted for their high-speed, unerring accuracy, enduring stamina at original costs and operating costs that hit rock bottom. Machines built in such fine traditions of precision workmanship that they stay efficient and economic producers long after other machines have gone for scrap. . . . Today, U. S. and National Machines have behind them thousands of cumulative years of duty and service . . . a fact surpassed in importance only by the actual improvements in efficiency and economy that have accrued to U. S. and National machinery through this experience and progress.

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.
OWNING AND OPERATING
NATIONAL PACKAGING MACHINERY CO.
459 Watertown Street, Newtonville, Mass.

Branch Offices

NEW YORK · CLEVELAND · CHICAGO · LOS ANGELES · LONDON, ENGLAND

PROTECTING PACKAGE DESIGN

(Continued from page 31)

department of Agriculture, the Food and Drug Administration and the Bureau of Animal Husbandry have innumerable and constantly increasing volumes of rulings and interpretations. The Federal Trade Commission acts as the enforcing arm for the fair trade laws, as well as a considerable amount of other more recent legislation. It is obvious that any label or carton design containing material which cannot be legitimately used or which is improperly used according to the viewpoint of any of these bodies is worthless in the long run.

This supervision extends beyond the size of relative portions of information and the insistence upon the presence of that information. These bodies are equally eloquent regarding text and illustration, the types of adjectives employed and their relative prominence. The powers which they possess to insist upon the withdrawal or redesign of a package, regardless of Patent Office registration, make it imperative that the manufacturer proceed cautiously and only upon the best advice that is available.

The Federal Trade Commission in itself deserves special attention because of the role it plays in the enforcement of the fair trade laws designed for the protection of business rights. The common-law rights to designs may be established through their use without registration. It is therefore entirely possible for a manufacturer to register and obtain a trade mark and to register a label or print—the technical designation for almost anything pertaining to advertising or merchandising—and still find himself embroiled in litigation under the rulings of the Federal Trade Commission regarding unfair competition.

Before a manufacturer embarks upon a package campaign he must consider his competitors' rights in the light in which they may be viewed by this body. While both trade mark law and fair trade law are distinctly formative, and no single Governmental agency or group can pass on the aspects of a single question, the feature of priority is stressed and restressed. The Federal Trade Commission takes into consideration far more than actual misbranding or the use of a trade mark or name registered as the property of another concern. It considers the type of package, the color scheme and the style of design. Wrigley is the only chewing gum manufacturer entitled to use an arrow in any form upon his package; Bayer is the only aspirin manufacturer entitled to the use of cursive upon the box. Only the judge and jury sitting upon the individual case can define where legitimate competition ends and unfair trade practice begins.

In one case of record, the plaintiff had registered a trade mark obtained by the elimination of one letter from the combination of two names, these names being the primary constituents of the product. The defendant placed the same product upon the market using the two

THIS *but* NOT THIS

THIS *but* NOT THIS

THIS *but* NOT THIS

The same trade marks may be used in different fields provided that the user of the new trade mark does not operate in a field which may be interpreted as a logical extension of that of the first user.

Subjects of trade marks are restricted by various laws, but the clever designer can often approach fairly close to the restricted area.

names alone; an entirely legitimate practice in the eyes of the Patent Office, which did not infringe upon the trade mark in the slightest degree. Both containers used were metal boxes of similar type and construction, but that in itself could not be held against the defendant. However, it happened that the plaintiff by accident or intention changed the color scheme of his container from that which had been used heretofore, so that it approached the color scheme utilized by the defendant. While the defendant was able to demonstrate that this color scheme had been in use throughout the entire line of his products over a period of years, and therefore won his case in the first trial, the decision was reversed upon appeal. That is, the higher tribunal finally held that the similarity of the basic color scheme used in both packages, although proper in itself, constituted unfair trade practice when coupled with a similarity of name, type of container and product.

There is, literally, no way in which the manufacturer can render himself absolutely invulnerable to the activities of his competitors and the rulings of authorities. He can achieve only an approximate assurance, by leaning heavily upon the experience and knowledge of others, that he is not running counter to established precedent. But he can and should proceed, a step at a time, along a certain defined planned course.

The first step is through the usual trade mark search in the United States Patent Office. While it is not always economically feasible, a manufacturer with National distribution should theoretically make a simultaneous search in every State in the Union. Neglect of the latter has resulted in a number of classic anachronisms; one well known food brand, for example, distributed throughout the United States is barred from California, its home state because of a prior state registration.

The next step is a careful survey of all products directly competitive or which might be construed as competitive, so that every characteristic of these items may be avoided in the new package. This involves not only the similarity in trade mark or trade name whether registered or not, but the similarity of descriptive matter, color and container construction.

The third step is a complete review of the materials which he proposes to utilize in their legal aspect—the interpretation which interested Government bodies may place upon them. These are varied and wonderful, however well intentioned. Implied meanings as well as outright statements are open to challenge at the present time. The writer recalls with some slight awe a product which was to be called "Baby Oil," the name of which was challenged in semi-serious manner on the grounds that, after all, it was not obtained from babies.

Fourth, the manufacturer can make the design of his package self-protective by incorporating as many individually distinctive elements as he is able without damage to the finished appearance. The trade mark or trade name is naturally of prior importance, and the trade mark may be supported by illustrative material in definite connection or used as a theme from which the entire package design may be expanded. Borders ob-

tained by a repetition of the trade mark, motifs or bands growing out or connected with the trade mark, or areas of color framing or mounting this basic element, aid in making the design easier to identify and simpler to protect. This is not only sound designing practice, but builds up a further safeguard against competition.

By the interpretation of many of the supervising bodies, the package consists not only of the actual container—be it carton or tin or canister or sack—and label, but any enclosure within the package, and, in certain cases, the display when used as a shipping container. To derive the basic design for all of these from the same source is not only sound merchandising, but one more means of protecting the manufacturer's rights.

This combination of elements—that is, the product, the package, the enclosure and the display—make up the merchandising unit. It is the complete picture of the product presented to a possible purchaser. Theoretically unfamiliar with the benefits to be obtained, this purchaser can only form his opinion from the mass effect of these grouped elements viewed upon the dealer's shelf or counter. It is, obviously, easier to say the same thing in the same way to obtain a desired effect: the repetition is in itself an additional advantage. This is an elementary principle in merchandising. The further advantage from a standpoint of protection is the reduction in possible sources of conflict, and concentration upon a few carefully defined and organized essentials of design and text.

The manufacturer's rights to each and every one of these elements should be as fully protected by law as possible. The United States Patent Office affords four basic types of protection, and all four may be used to the manufacturer's advantage in some instances. These consist of trade mark registration, print and label registration, design patents and mechanical patents. An accessory protection is afforded by the Library of Congress in the form of copyrights. The extent to which these means are utilized is an economic question for the manufacturer himself to answer.

Legally a trade mark is "any phrase, word, symbol, character, device, design, configuration, autograph, autogram or any combination of two or more of these in registerable form." Trade marks registered under the law of 1905 are good for 20 years, and may be renewed during the last six months of that period for another 20 years. Trade marks registered under the law of 1920 are good indefinitely, but only certain types of marks are accepted under this law and they are frequently of doubtful legality within the United States; the 1920 law was passed only to provide exporters with a Certificate of Registration on otherwise non-registerable marks, in order that they might become eligible to foreign registrations. These are Federal trade marks—for merchandise used in interstate commerce.

State trade marks are too frequently overlooked. Many of the 48 States have passed individual laws, and a State trade mark having priority over a National trade mark may block the use of that mark in that particular State, if the owner of the State trade mark is in a position to establish a date of first sale. Registrations in the separate States to supplement National registrations provide the opportunity of appeal to the State courts against local infringers who may not be engaged in interstate business. The Sterling Remedy Co., owners of the name "Cascarets," and the American Tobacco Co., have been able by this means to prosecute local cases of infringers who would have been legally immune otherwise.

Foreign trade marks are in a class by themselves and can only be considered in conjunction with the program of expansion proposed and the possibilities of a product in other countries. In all cases they must be preceded by National registration.

Actually we may define a trade mark as the means of identifying a particular product with intent to assure the buyer of exactly what he is getting. Hence, even when a trade mark has been legally adopted and used, the right of continued exclusive use is not automatically acquired. The owner of a registered mark is required to give notice to the public of such registration by adding the words "Registered in United States Patent Office," or abbreviated "Reg. U. S. Pat. Off.;" when the character or size of the trade mark or its manner of attachment to the article prevent this, a label containing like notice must be placed upon the package or receptacle enclosing the article or articles. Without this notice no damages can be recovered from an infringer unless he has been warned specifically by letter or otherwise of infringement and he has continued to infringe after receiving it.

No trade mark can be registered under the law of 1920 until it has been in bona fide use for at least one year in interstate or foreign commerce, but registration may be applied for immediately following the first use of the mark in interstate commerce.

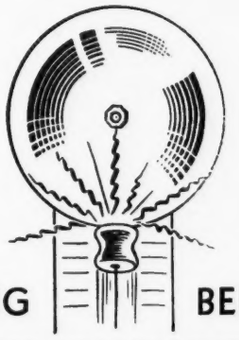
A trade mark has certain definite advantages. The owner of a registered mark may bring an infringer directly into Federal Court, whether the infringer be a resident of the same or a different State. Registration constitutes prima facie evidence of ownership, so that in cases of controversy between two owners of similar marks, the one who has not secured Federal registration must bear the burden of proof. It is often difficult, if not impossible, to produce sufficient evidence to convince the court that the unregistered mark was actually the first to be used. Registration is a pre-requisite to protection in most foreign countries, that is, if export business is anticipated a registration in this country must precede registration abroad. It is possible to file a properly registered trade mark with the Customs Authorities at all points of entry, and foreign-made goods bearing similar marks can be refused admission.

Further, registration minimizes chances of infringement or unfair competition. An intentional infringer is apt to give a properly protected mark a wide berth, knowing that he may be hailed into court.

The first step to be taken in obtaining a trade mark is to have a competent patent attorney conduct a search of registered marks in the U. S. Patent Office to make certain that the same means of identification has not been

IF IT'S A...

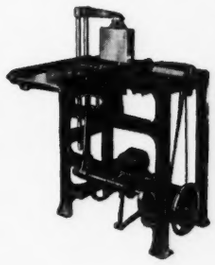
CARTON PACKAGING PROBLEM



RING BELL

FOR STENOGRAPHER

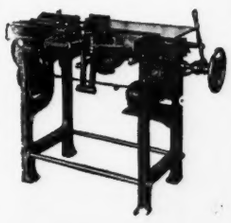
AND SEND IT TO US



Our many years of experience in supplying a wide variety of fields enables us to analyze your problem authoritatively and offer you the most efficient carton packaging machines to handle your problem inexpensively.

◆ ◆ ◆

For example, you send us your present problem and inform us how you are now handling it and we will then send you complete information on the type carton to use for best machine operation together with the machines recommended to handle these cartons.



These machines are built in different models to handle a wide range of production programs so if you desire to lower your cost per package consult us for recommendations.

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.

NEW TRIANGLE ALL-PURPOSE FILLER

LEASE IT FOR $13.50 A MONTH

NO DOWN PAYMENT

No other packaging machine has ever been offered on this basis and at such low cost! Now, even the smallest packer can afford all of the money saving advantages of this newest Triangle high speed, automatic filler . . . a machine so simple, flexible and economical that it challenges the performance of much higher priced equipment. Actually fills powders and granules into any type container up to 45 a minute!

10 DAY FREE TRIAL!

After 10 days' trial in your own plant, you can return the unit without obligation if you are not completely satisfied. If, however, it fulfills all our claims . . . saves you more than the monthly rent we ask, keep it for only $13.50 a month. You have much to gain, and nothing to lose on an offer like that! ACT NOW. Be first to cut your costs, increase your profits.

GET ALL THE FACTS—WRITE TODAY!

TRIANGLE PACKAGE MACHINERY COMPANY
907 No. Spaulding Ave., Chicago, Ill.
50 Church St., New York • 111 Main St., San Francisco
FOREIGN OFFICE • 44 WHITEHALL STREET, N. Y. C.

preempted by another manufacturer, or that it does not infringe upon another's rights by its similarity. It is frequently advisable to submit more than one mark for such a search to save time.

A number of didactic categories have been established by the Patent Office for classifying types of merchandise according to their descriptive qualities, sometimes without apparent reason, and it may be possible to obtain a trade mark in the manufacturer's particular category which is identical with that in use in the separate group. There are, for example, Packard automobiles, and Packard shoes—Stetson hats and Stetson shoes—products made by different concerns in different fields without infringement. But in a case where a manufacturer by the name of Crutcher attempted to market women's stockings under the "Arrow" trade mark, the court held that stockings are goods of the same descriptive properties as shirts, collars, nightshirts, pajamas, undershirts, union suits, handkerchiefs, etc., and within the natural expansion of a concern manufacturing articles of clothing. Therefore a decision was made in favor of Cluett, Peabody & Co. restraining Crutcher from further use of the mark.

Trade marks may be suggestive of the nature, use or origin of the product, as Iodent suggests a dentifrice containing Iodine and Caterpillar suggests a tractor's crawling movement. They may be arbitrary or made names, such as the familiar Kodak. They may be personal names, as our friends the Smith Brothers; pictorial, as the Gold Dust Twins and the Bull Durham bull; scientific names, such as S T 37 and Mercurochrome.

While many trade marks consist of words utilizing simplified or phonetic spelling, bad orthography in no way confers registrability. If Sunbright, for example, were registered, Sunbrite could not obtain registration. Reversing the case, a manufacturer could describe his product as being Sun Bright, without infringing upon the holder of the Sunbright trade mark even though he could not obtain a Patent Office registration. Combined words of this nature are particularly vulnerable. Pictorial marks or marks having possibility for pictorial adaptation are naturally far superior for packaging purposes.

If the search of the Patent Office records reveals identical or conflicting marks previously registered, it may be found upon investigation that these have been abandoned and are available for registration by others, or an assignment may be obtained by agreement with the owner of a mark in which he is no longer interested.

The fact that a trade mark is not in actual use upon merchandise sold in the current markets is not final indication of abandonment. A mark is frequently dropped from immediate use to be revived later. This is entirely permissible. Many famous old marks were discontinued during Prohibition, but the courts have held in all cases that the abandonment was brought about by operation of law and not by intent of the owner. Their rights were restored to the original owners.

Following the search, an application for registration is made to the U. S. Patent Office to obtain an official opinion upon the registrability of the trade mark. The Principal Examiner consenting to its registration, the mark must be published in the Official Patent Office Gazette for thirty days, permitting anyone who believes himself damaged by the registration to file what is known as a notice of "opposition." After the filing of such opposition, evidence must be submitted to determine whether or not the Patent Office is justified in permitting the registration of the proposed mark; a matter to be entrusted to a dependable patent attorney.

Even after registration of a trade mark, a party unaware of the proposed mark's publication in the Official Gazette of the Patent Office may file a petition for cancellation of the registration, and again evidence must be submitted to determine which claimant is really entitled to the use of the mark.

Once registration has been obtained for the manufacturer's trade mark, he can proceed with his package design and move to the next step of label and print registration. This designation of the Patent Office covers a multitude of individual items and is something apart and distinct from the trade mark. In other words, a package, label or carton, a display or enclosure, may contain a trade mark which has been registered, and each one of these items may be individually registered in their entirety to protect other elements of the design and their use in conjunction with the trade mark proper. In fact, a label or carton may be registered which contains an already registered trade mark; a display illustrating the label or carton may be registered; and an enclosure or advertisment containing an illustration of the display may be registered. Each one of these items must contain a notice that the article has been copyrighted and this term of "copyright" must not be confused with the type of copyright issued by the Library of Congress. A label or print registration is as valid for all practical purposes as a trade mark registration and functions in much the same manner except that it applies only to a given arrangement or design of specified elements. It has a life-time of twenty-eight years and is renewable for another twenty-eight.

Slogans are also registerable. Even where a slogan is registered as part of a trade mark, it is frequently desirable to make a separate registration of the slogan by itself. Sherwin-Williams not only registers the trade mark dramatizing "Covers the Earth," but registers the slogan separately as well. The Maxwell House name trade mark and the "Good to the Last Drop" slogan are other examples of this form of double registration.

Printed material such as recipe booklets, instruction books, catalogs and the like are frequently based upon the result of exhaustive tests, experiments and surveys containing new and useful information not available elsewhere. The considerable investment represented by this work can only be preserved for the manufacturer's exclusive use by copyright in the Library of Congress. This is an added form of protection.

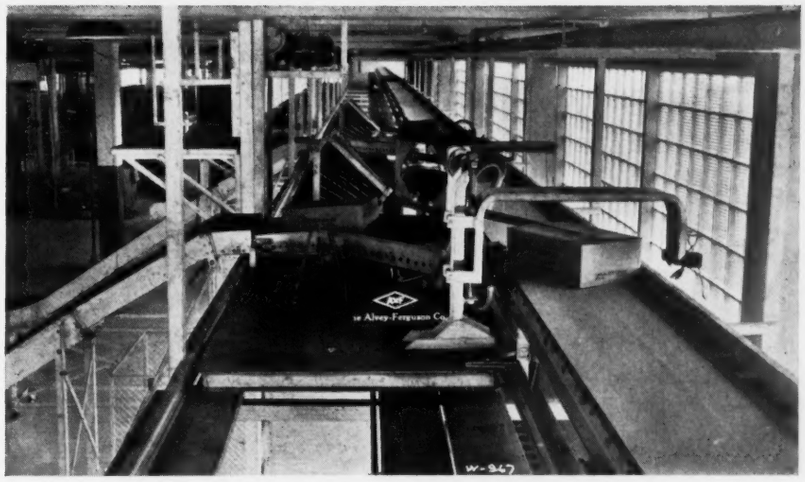
With trade mark registered, each individual label, carton, enclosure and display also registered, and with all printed material copyrighted, there are still two other methods of safeguarding the manufacturer's property rights available in certain cases.

A-F

CONVEYORS

with

ELECTRIC EYES



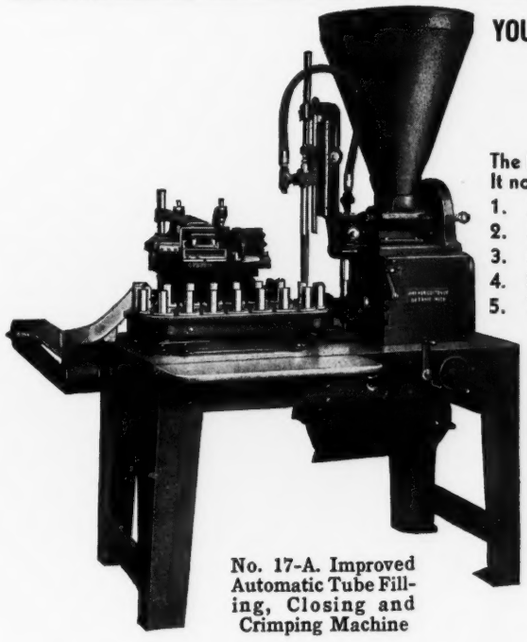
In the New Home of Campana packages are handled almost humanly by Alvey-Ferguson Conveyors. You see above part of the Self-Regulating System—a two hundred and fifty foot Belt Conveyor—that selects and distributes various size packages. *Electric Eyes* are incorporated in the design to provide selectivity of the right package for the right department at the right time. NOW is the time for you to have an Alvey-Ferguson Engineer study your package handling problems—without obligation.

Write for the New 1938 Catalog

THE ALVEY-FERGUSON CO., INC.

Cincinnati, Ohio

"The Old Original" *Established in 1901*



No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

YOUR IMMEDIATE ATTENTION IS CALLED TO THIS *NEW* No. 17 IMPROVED AUTOMATIC TUBE FILLING, CLOSING AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES. TYPE "A" for PASTE. "B" for POWDERS. "C" for LIQUIDS.

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting machine proper. One for stopping and starting filling mechanism.

Electric Drive Stirring Device as shown is recommended for materials that do not flow readily in our standard hopper.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.

2602 JEFFERSON AVE., EAST

DETROIT MICHIGAN

If the container or display represents a new departure or improvement upon preceding types a mechanical patent may be obtained. This is granted for a period of seventeen years and reserves the exclusive use of the distinctive features to the developer or those who have his permission to utilize them. Frequently cooperation in this respect can be effected between a designer or producer of the finished article and the manufacturer who utilizes the article for mutual benefit. The exclusive rights in a given field may be preserved and the construction released to non-competitors upon a royalty basis. Patented articles should be marked with the patent number and while patent is being obtained, first, "Patent Applied For," or "Patent Pending." Otherwise each and every infringer must be given notice by letter or personal call, and no damages may be collected for infringents prior to such notice.

Design patents may be obtained upon the shape or design of the product, package or display. These are confined in their application to the pictorial or sculptural aspect of the item and are therefore more limited in coverage than the mechanical patent whose principle may be developed and adapted in innumerable ways. Design patents are issued either for three and one-half years, seven years or fourteen years, as desired, and should carry the patent number as soon as it is granted.

These are the types of legal protection available. A theoretically perfect example of "protective packaging" would embody them all. Actually the cases wherein all may be utilized are few and far between. But wherever they can serve a useful purpose they should be put to use. Having obtained them, the manufacturer can place matters in the hands of his legal department and devote himself to production and sales.

None of these methods of protection are aggressive instruments with which to belabor the backs of competitors. The manufacturer's legal department must be on its toes ready to spot infringements and should enlist the cooperation of the entire sales force for work in the field. Prompt warning should be issued as soon as an example is brought to light, and frequently a single case prosecuted to the limit will be more effective in avoiding future difficulties than a thousand threats.

The cornerstone of protection for your package design is a competent source from which the manufacturer can obtain dependable information upon which to base his protection.

If this general procedure is carefully followed, if the manufacturer first makes sure that his proposed procedure is permissible as regards the rights of others, as well as the legal restrictions under which he operates, if he then takes advantage of the various measures designed for his protection which have been enumerated, and if he is rigorous and firm in his prosecution of actual or threatened infringement, he can feel reasonably certain that he has done everything possible to avoid the sad awakening that all too frequently comes to the unwary. There is nothing more that he can do but hope, pray and hire a good patent attorney.

HOW TO GET OFF THE BACK SHELF

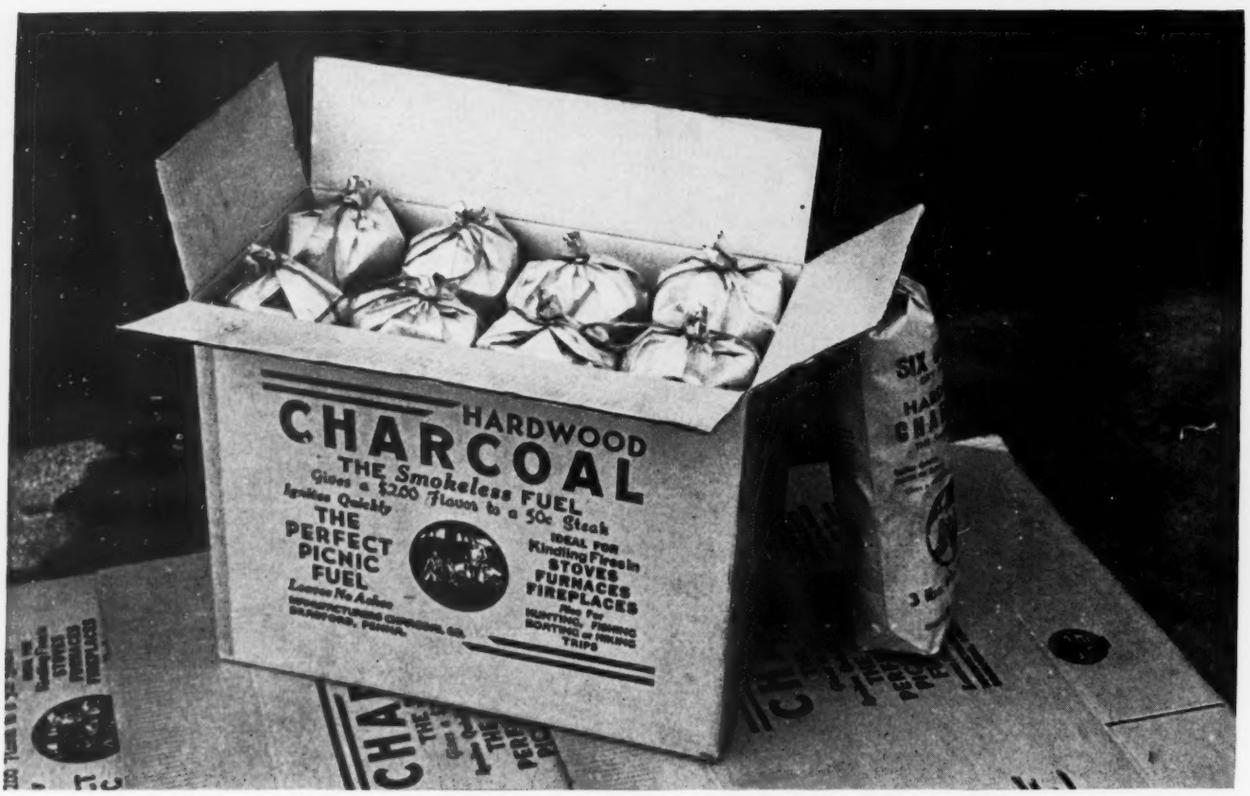
(Continued from page 46)

with our rugged new boxes is remote. We are sure of this, for during the designing of these containers each one had to be capable of being thrown vigorously down three flights of stairs with a considerable drop at the end. The boxes were filled with valves, of course. Not content with this, we also exploded firecrackers inside our new boxes, blowing the lids sixty feet into the air without causing damage to either half of the box.

To make our transfer from the back to the front shelves easier, we carefully picked a rich red cardboard stock, a color well able to hold its own in any group of containers. Each box carries an over-all design printed in black. In this design we have done something that appears to be overlooked in many industrial equipment packages. We have printed a sales message that recurs over and over again on every box—"Hancock Valves Won't Leak."

Summarizing: Our new packages have moved us onto the distributors' front shelves, they actually cost us less, they afford greater protection to our valves, they have far longer life and, consequently, advertising value, and they have performed a noteworthy psychological and publicity job at the same time.

These attractive packages for Apricot and Blackberry Liqueur are being used in conjunction with the new Hiram Walker's label advertising precedent which incorporates non-Walker brands of liquor together with useful information and descriptive data concerning the contents. The bottles are hooded with gold-colored aluminum foil capsules that are tightly sealed to the top of the containers with a moisture-proof adhesive. The capsules not only dress up the packages, but they offer an excellent surface for perfect adhesion of the superimposed Government revenue stamps. Photo courtesy Aluminum Company of America.



CHARCOAL DONS NEW SUIT FOR SHIPPING

by B. W. CLARK*

DURING RECENT YEARS THERE HAS BEEN AN ever increasing tendency on the part of city dwellers to take more week-end motoring trips of the "picnic" variety. Particularly in the neighborhood of the larger cities and in national parks, good roads and picnic grounds have made such outings an almost standard feature of the average family's summer week-ends.

With the provision of outdoor fireplaces, the Park and Forest Administrations at first found this a convenient way of getting rid of dead wood and brush. However, such materials have, in most cases, long since been cleaned away and liquid fuels such as oil, alcohol and gasoline are undesirable because of the fire hazard and also because motorists are reluctant to use them since they might soil other equipment carried in the car. Park Administrations have, accordingly, encouraged the use of charcoal which provides a quick, hot fire without smoke or contamination of taste. The smokeless feature of charcoal likewise appeals to hunters and trappers.

Under the conditions for use outlined above, charcoal manufacturers have found it necessary to reconsider their packaging programs. In the case of one firm, The Manufacturers Charcoal Company, the solution, which best meets the needs of picnickers and sportsmen, has been found in the provision of small 3-lb. sacks, providing minimum portions for a quick fire. These sacks are sturdy paper bags similar to the larger 8-lb. sacks which have been more or less standard in the industry. To make the carrying of these a simple problem and to afford the dealer a larger unit sale, a corrugated shipping container was developed to hold a unit pack of eight paper bags. The picnicker purchases all eight at one time and carries with him a sufficient number of the paper bags to meet the needs of the group on an outing.

The corrugated shipping containers sell in the neighborhood of 75 cents f.o.b. factory and a small delivery charge is added to that to cover shipping; but as the unit weighs only 34 lbs., it is very often the case that three shipping containers can be forwarded for the same price as one, in view of the delivery charge of 50 cents.

In addition, much of the value of the shipping container is found in the advertising which is accorded by neatly and colorfully printed panels on the box itself. Since both sacks and shipping containers are sooner or later transported into the presence of other picnickers, each user provides the company with an effective advertisement and an extremely selective audience.

* Gaylord Container Corporation.

INDIVIDUALIZING STOCK JARS

(Continued from page 35)

High speed filling, processing, labelling and capping demand a substantial base, low center of gravity and fairly straight sides to prevent upsets when one jar is used to push another along a line.

4—Relative strength—The shape should be studied in relation to the distribution of glass (uniform wall thickness) since this factor plus proper annealing assures a jar capable of withstanding both thermal shock and the contacts incidental to handling.

These are basic considerations true of all glass containers and in relation to these conditions most stock jars enjoy one advantage over a private mold design, in that their conformity to these requirements has probably been sought after and decided in advance by the glass company sponsoring the expensive line of stock molds.

In addition, there are certain other points which reflect the present trend in stock mold design—a trend which in itself is but a particularized reflection of the general trend throughout the entire field of package design. Listing these, we find that:

1—There appears to be a movement towards relatively compact, simple shapes. One of the by-products of this trend is the protection of the bead beneath the finish, since in an excessively thin jar this bead tends to project beyond the sides at the shoulder and hence be subject to chipping.

2—Content display is undoubtedly taking precedent over the excessive use of obscuring ornament.

3—Ornament is becoming more modern, more glass-like in type, running to beads or bands rather than angular, so-called modernistic styles. It should be so placed as to leave unobstructed as much of the container face as possible.

Assuming, therefore, that the stock mold jars selected conform to these various requirements as they apply to the particular nature of the product to be packed—what then are the opportunities for achieving distinction and individuality in the appearance of the final package? Obviously, the packager has gotten off to a good start by selecting a container designed around sound principles.

"But," crys our designer, "a whole world of competitors may likewise select this package."

To this objection, the answer is obviously "Your competitors may, if they will, select a similar jar, but can they use it to as great an advantage as you can?"

In short, it is not merely the jar you select, but what you do to that jar that counts for much in the final result.

Consider, for instance, the six labels here illustrated. Notice how each label lends its own character to the jar. How each brings out certain qualities within the jar. How each, in combination with a soundly designed jar, results in a package that fully accomplishes the selling aims of our hypothetical packager.

The strawberry jam label, by its conformity to the hand-grip shape of the Labelime jar, serves to emphasize the convenience in the container and the ease with which it may be handled. While providing ample display, it leaves large portions of the product in full view.

The sweet pickle label likewise emphasizes the hand-grip but, in addition, it carries across the face of the jar a line marking the lower end of the hand-grip portion and exposes the entire upper face of the jar to permit a clear-eyed view of the product.

So, too, with the peanut butter label which provides a firm visual base for a column of glass which encloses a supposedly luscious product within. In contrast, the mayonnaise jar utilizes a tall label in which alternate color bands achieve eye-catching display values.

In the case of the sandwich spread, a bull's eye effect has been used to center attention upon the name of the product and thus to permit the use of a small label to achieve visibility for a large proportion of the package's contents. In contrast, when a small jar is used and display value for the product name desired, the solution may be found in the transparent label which utilizes the color of the product itself as a background.

Thus we have six utterly different treatments built around the same stock jar—six of the many hundreds which might soundly and logically be created to achieve true individuality and effectiveness in display through the use of a carefully designed stock jar *plus* an intelligently designed label.

No BREAK when you use

Hycoloid

HYCOLOID VIALS or containers do not break even if dropped on tile floors.

●

What price goodwill? Hycoloid resilience withstands accidents that would shatter ordinary containers, and ruin their contents when needed most. See for yourself the beauty and utility of colorful, labeled-when-made Hycoloid vials. Ask for samples or helpful packaging suggestions—without obligations.

Hycoloid
CONTAINERS VIALS SPECIALTIES

unbreakable
featherweight
made in all colors

HYGIENIC TUBE & CONTAINER CO.

46 AVENUE L, NEWARK, N. J.

LET FEDERAL SELL YOUR PRODUCT FOR YOU!

Just look into the records of a few of the many firms—in many fields—who have adopted Federal sprayers and dispensers for their liquid products . . . .

JERGEN'S LOTION
ITALIAN BALM
SOCONY VACUUM OIL
WINDEX
"THOR" CLOTHES CONDITIONER
SAMSON-UNITED AUTOMATIC CLOTHES SPRAYER

For each of the above . . . . Federal engineers turned out a sprayer or dispenser to suit a particular need . . . and did it so successfully that in each case sales volume bounced sky-high . . . percentage of resales rocketed . . . greater consumer satisfaction brought dealer enthusiasm!

For your product, no matter how remotely removed from those listed above, Federal engineers can design and manufacture a device to fit your present container . . . and at a cost so low it will astound you.

Mail us one of your containers. Our engineers will be only too glad to make up a sample to suit your particular needs. No obligation.

FEDERAL TOOL CORPORATION

Specialty Division
400 North Leavitt Street, Chicago, Ill.

CAMPANA GOES AUTOMATIC

(*Continued from page 78*)

back downstairs where it picks up another case of bottles and automatically comes back upstairs to rest at its original position a few inches below the bottle feed conveyor table elevation. This automatic operation assures a constant supply of bottles for the bottle feed operator.

After the bottle feed operator empties a re-shipping case of these bottles she places the empty case in a chute which drops it down to a belt conveyor immediately below the second floor and on the first floor ceiling. This belt conveyor travels along under the second floor to the far end of the production machine line and at the extreme end of this belt conveyor is a fast moving section of belt conveyor. This fast moving section of belt discharges the empty cases onto a case elevator.

This elevator and fast moving section of belt are controlled by photo-electric eyes. As the empty case is discharged onto the fast moving section of belt from the long slow moving section it passes a photo-electric eye and discharges onto the elevator, which is equipped with a roller base in which are mounted a series of prongs which trip a mercoid switch. As this switch is tripped the case elevator rises, shutting off the second photo-electric eye which is directly across the case elevator platform. The case elevator comes to a rest on the second floor and stays there until the operator removes the empty case. The removing of this case permits the prongs to drop back into position and the elevator then automatically returns to its position at the end of the conveyor belt. If, while the case elevator is at its discharge position on the second floor another empty case should come along the conveyor belt on the ceiling of the first floor, it will pass in front of the first photo-electric eye, which automatically stops the belt and prevents the case from being discharged from it until the obstruction has been cleared.

The mechanism is simple, although it is rather complicated to explain, the principle being that both of the photo-electric eyes are so directed and focused that they throw a beam of light across the conveyor belt and across the case elevator platform into mirrors, which in turn reflect this light into a receiving element. As long as light is going into this receiving element the conveyor belt will operate. As the case elevator rises and cuts out one of the photo-electric sources of light the other source of light which is across the belt conveyor remains constant until another case comes down and shuts off this beam, at which time the belt will be brought, automatically to a stop.

Going back to the head of the line onto which the bottle feed operator has placed the empty bottles, we find that the belt conveyor delivers these bottles through a glass block partition opening into a Kiefer rotary blower. The bottles are vacuum cleaned and delivered by belt into a Kiefer vacuum filler where they are filled and discharged onto the same belt and into a Capem capper.

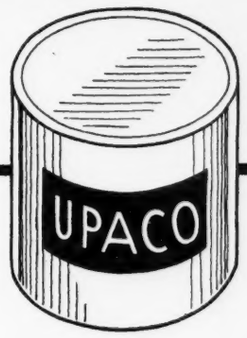
At this point it will be of interest to describe how the caps are supplied to the hopper of this Capem capping machine. The engineer in conjunction with Alvey-Ferguson Co., who assisted in the design of, and who manufactured the conveyor equipment, has provided a skip hoist arrangement whereby the caps as they are received on the first floor of the warehouse can be dumped into a skip hoist bucket and the skip hoist bucket conveys these caps up through the second floor and into the cap hopper. This arrangement is handled automatically as follows:

There is a bindicator on the cap hopper and whenever the supply of caps in this cap hopper drops below a pre-determined level, the bindicator calls for another charge of caps and the skip hoist bucket comes up from the warehouse floor, discharges its load into the cap hopper and then automatically returns to the warehouse floor where it comes to rest, at the same time lighting a red signal lamp showing the service man that there is an empty skip hoist bucket to be filled. The service man on the warehouse floor fills this bucket, presses a sequence button which does not send the skip hoist bucket back to the second floor but puts it in circuit so that when the bindicator calls for a new supply of caps the skip hoist bucket will deliver them automatically to the second floor. In this way the capping machine is never out of caps and the corrugated boxes remain in the packaging materials warehouse and thus do not clutter up the machine line room.

As the bottles leave the Capem capper they are conveyed automatically into Pneumatic Scale Corp. labelers and from the labeling machine the bottles are discharged and fed automatically into a Jones constant motion cartoner (used on the 10¢ size line), or into an F. B. Redington Co. cartoner (used on the 35¢, 60¢ and $1.00 line) where the bottles are fed into cartons along with a circular insert, the cartons closed and discharged from the machine onto belts which convey them automatically into the feed of the Packaging Machinery Company's cellophane wrapping machines. (The AA type cellophane machine is used on the 10¢ line and the F-9 type cellophane wrapping machine is used on the 35¢, 60¢ and $1.00 line.)

After the cartons have been cellophane wrapped they are discharged from these machines through an opening in a glass block partition and into the hand work and packing room. As these enter the hand work and packing room they are discharged from the conveyors onto an Alvey-Ferguson work table conveyor. On the 10¢ size line these cellophane-wrapped, cartoned bottles are packed into manila containers, three dozen per container. The engineer could have designed a packaging machine to do this packing work, but Campana wants to inspect each individual carton to make sure that the cellophane wrap is perfect. This does not mean that the protection of cellophane in any way helps the product but it means that the package as it goes to the consumer is in perfect condition.

THAT "JUST AS GOOD ADHESIVE" MAY ADD TWENTY PERCENT TO YOUR LABELING COST



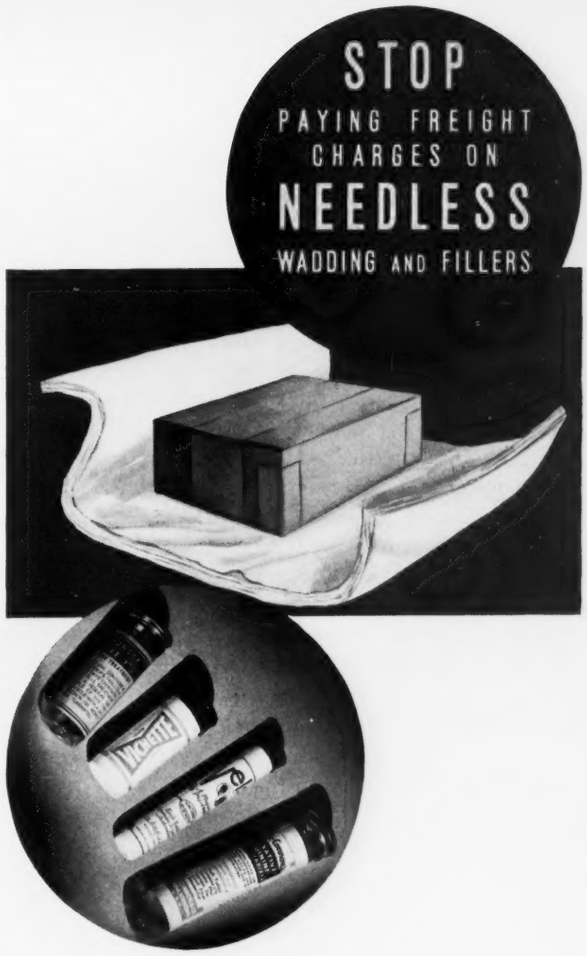
If you've been getting along with an adhesive that does a pretty good job—most of the time—it may pay you handsomely to stop and consider what savings the correct UPACO Adhesive formulae will provide.

Continuous smooth machine performance—with minimum return and damaged labels.

Try UPACO Labeling Adhesives for that extra machine efficiency at *no extra cost.*

TO LOWER LABELING COST CALL IN THE UPACO ENGINEER

UNION PASTE CO.
200 BOSTON AVE. MEDFORD, MASS.



You ship one hundred pounds. But only 50 pounds are your product. The rest partitions, wadding, padding devices . . . and eighty percent of it unnecessary. Now you can eliminate all this waste.

Package your product in Lusteroid. Lusteroid is eighty percent lighter than equivalent glass. Unbreakable. Leakproof. Can be packed one against the other without danger of breakage. Out go needless protective matter. Down come shipping costs. No more returns due to breakage.

And Lusteroid offers full beauty, attractiveness, distinction. In a variety of appealing colors, transparent or opaque, as desired.

Write now.

LUSTEROID
CONTAINER COMPANY, INC.

Formerly Lusteroid Division of The Sillcocks-Miller Company

10 PARKER AVENUE, WEST
SOUTH ORANGE, NEW JERSEY

After the girls place these cellophane-wrapped packages into the manila containers the containers are placed on a belt conveyor which moves it toward the discharge end of the work table conveyor, at which point an operator packs these containers into the corrugated shipping cases which are supplied by the empty case elevator. This operator, in addition to packing the containers into the shipping cases also makes up these containers for the hand pack operators.

After the corrugated re-shipper is packed it is placed on the work table belt which discharges it onto a gravity roller conveyor and feeds it automatically into the J. L. Ferguson Company's Packomatic case sealing units. These case sealing units open the top and/or bottom corrugated flaps, apply glue to these flaps, then fold the flaps back into position and discharge the case into a compression unit. As one case enters the compression unit another case is discharged from the discharge end of the compression unit, the cases remaining in this compression unit long enough for the glue to properly seal the flaps, and then discharge down the spiral conveyors through floor openings to the warehouse shipping floor below.

As they enter the warehouse or shipping floor, the operators can either permit these cases to continue down the spiral to the shipping room floor or can, by throwing a deflector plow or switch, direct these cases, via a system of gravity roller power conveyors, to a long warehouse conveyor. The power roller conveyor used to deflect these cases to the warehouse conveyor is arranged with automatic indexing devices so that the different size cases coming down the different spiral conveyors will not cause any jams but will be automatically spaced on the line. The long warehouse conveyor extends about 300 feet from the South end to the North end of the warehouse and is an elevated unit approximately 5 feet below the 17-foot ceiling. This warehouse conveyor is equipped with two portable deflector platforms and the deflector platforms are equipped with photo-electric eyes so that they can be set to take off whatever size package Campana wants at the particular location and permit other size cases to pass by this point. After the case is plowed off the warehouse conveyor it slides down a case chute and accumulates with other cases on a gravity roller from which they are taken off by a warehouse operator and stacked on pallet platforms. These pallet platforms are handled by a Mercury electric tier and tilting truck and can be stacked two pallet loads high or a total of approximately 10 feet.

By placing the finished product on these pallet platforms they are kept up off the concrete floor, thereby insuring safe storage conditions and also complying with necessary rulings for sprinkler leakage insurance. The finished product in the warehouse is delivered to the shipping department by pallet loads and in this way accurate inventory checks can be kept on all departments. Campana has installed counters on the case sealing machines which show accurately the number of cases from each production line which are discharged down through the spiral conveyor chute to the warehouse floor.

Campana was also faced with the problem of an unloading dock. The railroad to the West of the plant, which is a private siding, is capable of accommodating eight cars. Instead of building an outside loading or unloading dock covered with a canopy they have brought the side track close to the building and with a series of enclosed shipping rooms along the west wall have formed vestibules or shipping rooms around the Overhead Door Company's warehouse doors. These shipping rooms are also equipped with a conveyor door opening between shipping room and warehouse and also a passage door opening. The overhead warehouse doors in turn are equipped with a small conveyor opening. By this arrangement packaged merchandise can be conveyed from the warehouse through the shipping room through the overhead warehouse door and into the truck, or stenciled merchandise can be stacked in the shipping room awaiting pickup by the truck, or material can be loaded into the shipping room, and in no instance does the cold air from the outside enter the warehouse proper, nor can the truckmen gain admittance to the warehouse, as the passage door is located at the shipping room side.

They have also built into their warehouse a trucking court in which two trailers can be backed, the tractors uncoupled and the outside overhead doors closed. Overhead doors are also installed in the wall between the warehouse and the trucking court. Adjoining the trucking court and shipping department they have built a truckmen's waiting room with washroom facilities adjoining and in this truckmen's waiting room the truckmen can come in out of the weather, but cannot get into the warehouse. A wicket window has been built into the wall so that all bills of lading, etc., can be passed in and out from the shipping department. In this way they have not only cleverly arranged their shipping and unloading facilities so as to keep truckmen out of the warehouse, but have also eliminated outside loading docks which are subject to the weather and which have to be cleared each night. They feel that the extra expenditure of money which it took to make these facilities will be repaid to them in organized warehouse operation and in elimination of cold air coming into the warehouse during the winter months when temperatures, in this locality, fall to very low points.

It is interesting to note that the effort to develop a "model" plant has been carried through to the last detail. The establishment is not merely a model of production efficiency, utilizing every practical automatic device which modern technique affords. It is, at the same time, a model plant in its architecture, in the actuality and appearance of cleanliness and sanitation and in the forethought which has gone into the design of the plant, particularly as regards the provision of accommodations for large groups of visitors. While great emphasis has been made on this latter point, it is significant that the actual added cost for providing such facilities is very slight when compared with the total cost of developing the production facilities of the new Campana factory.

SUGGESTIONS

The ability to mold plastic containers of outstanding excellence derives from experience and a sincere feeling for this most modern of arts.

With that brief reference to quality—the Kurz-Kasch measure of quality, if you please—several standard styles and decorative effects are here suggested for the fall and holiday packaging of your particular products.

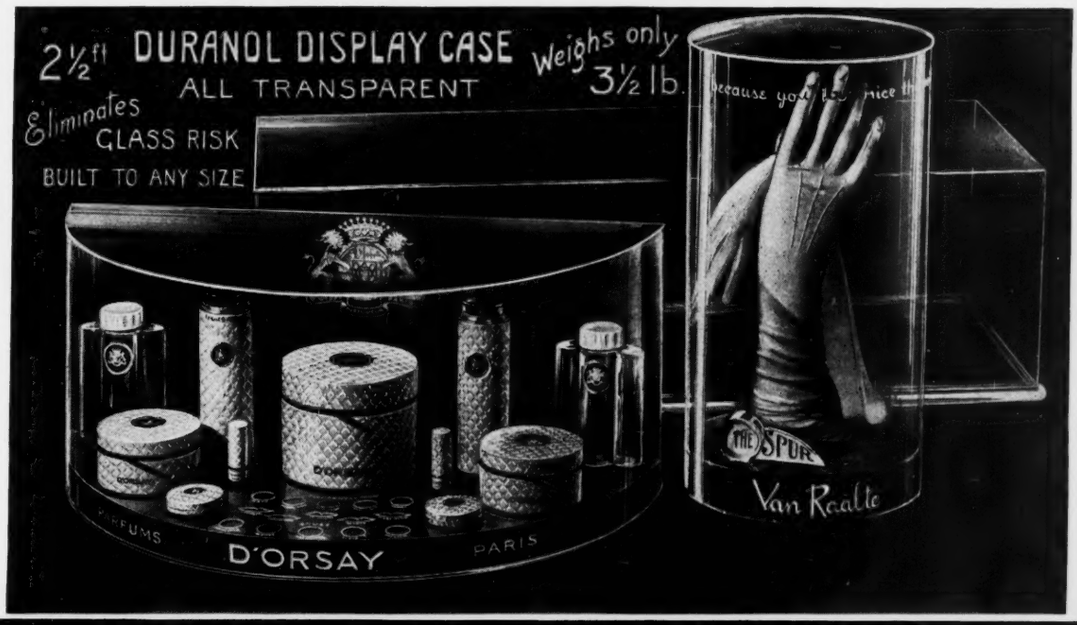
Entrust your plastic container requirements to Kurz-Kasch. From these eye-arresting and sales-stimulating styles—and there are many more of equal attractiveness available—make your selection. Quality craftsmanship and dependable deliveries assured. No extra charge for use of molds.

Perhaps you may prefer to submit your conception of some new style. Whatever the status of your packaging needs for the fall and holiday trade, Kurz-Kasch is equipped to render a real service.

KURZ-KASCH Inc.
DAYTON, OHIO

Offices in
New York, Chicago, Cleveland, Detroit, St. Louis, Los Angeles, Dallas and Milwaukee

KURZ-KASCH Inc.



DURANOL DISPLAYS AND BOXES
SEAMLESS CORNERS—BUILT FOR DURABILITY—REINFORCED EDGES
DESIGNING & ENGINEERING SERVICE
JOS. H. MEYER BROS.
FACTORY: 220 25TH STREET, BROOKLYN, N. Y.
DISPLAY ROOMS: 389 5TH AVENUE, NEW YORK
SEND FOR CATALOG

WHY STREAMLINE MACHINERY?

(*Continued from page 80*)

be discovered to have some guards of sheet metal, others of perforated metal, others of wire mesh and others of screen erected on metal frames. While they do increase the safety of portions of the machinery, they in no way help its appearance and often greatly harm its performance over a period of years, both because of their tendency to gather dust, spill liquids, etc., and because they make access to the working parts of the machinery, for purposes of change-over, repair or adjustment, an extremely difficult task.

Thus, "streamlining" has been, in effect, the consolidation of a number of these parts into a single housing for the entire machine in a manner which reflects planned forethought rather than chaotic afterthought. While these modern housings undoubtedly cost more, on the average, than the former assemblage of guards, this cost is far less than one would expect upon viewing the new machine in contrast with the old, since the planning of the entire housing has permitted a more economical type of construction.

However, this function alone would not have served to so accelerate this development. One finds a second and compelling reason for machine redesign in the increasing trend of manufacturers to utilize their plants as an ideal form of advertising. This tendency, reflected in plant architecture, in the use of glass bricks, sweeping structural lines, night lighting, parked and planted exteriors, etc., is today likewise finding its scope within the interior of the factory. A typical example of this sort may be seen in the Campana plant recently built in Batavia, Ill., which is fully treated in another article in this issue. Here, the engineers and architects were instructed to go far in their development of special visitors' galleries, and no effort was spared in heightening the appearance of cleanliness and efficiency and care for the consumer's welfare.

Every packager acquainted with the interiors of certain packaging plants will realize that in many instances they fall far short of beauty or the appearance of cleanliness, though they may be models of production efficiency. Certainly many packaging and production machines operate much better than they look. Hence, on this ground alone, the tendency toward improvement in the appearance of machinery will find its justification in the effect of the appearance of the packaging plant upon an increasing number of visitors.

The Pneumatic Scale Corporation's machine was redesigned by Herbert A. Rosengren, consultant, in cooperation with Stanley R. Howard, chief engineer, and William H. Newey, bottling equipment engineer of the Pneumatic Scale Corp. Inasmuch as the Inverted Bottle Air Cleaner had been in successful operation since the early part of 1937, no alterations in mechanical operating features of the machine were made when it was decided to restyle this piece of equipment. Nonetheless, in the process of restyling, the efficiency of the machine was improved by building in and re-locating simplified electrical controls and a simplified air filter. Formerly, this filter had been placed at any likely spot, close to the machine itself, between an accompanying air compressor and the machine. After restyling, space being available within the housing, these accessories were placed under cover. Motor and drive were also enclosed within the housing, but the variable speed adjustment was left outside and accessible as before. The necessity for ventilated louvres around the motor housing was taken advantage of to provide a design touch in the styling. So, too, was the need for an attractive grill over the top and front section of the housing utilized as an opportunity to add character to the appearance of the machine as well as to provide visual access to its operation. To give a satisfactory base for the new design and to prevent marring from toe marks, a separate recessed supporting band was provided at the base of the new design, this being colored in black.

Throughout the design of this styled housing, one notes that accessibility has been maintained and, in fact, increased. On the original machine, an operator had to remove fastening screws and lift aside perforated screen covers to make adjustments. With the new housing, access to the inside of the machine can be made through a hinged door. In addition, the top front half of the housing lifts upward if that is necessary. The back section of the machine can be reached by raising a hinged cover in that portion of the housing.

The use of simple smooth surfaces makes the machine remarkably easy to keep clean in contrast to the difficulty of cleaning the perforated metal housing of the earlier treatment. The smooth surface and the gray opalescent finish likewise vastly improve the appearance of the unit.

In contrast to this instance of redesign, we find, in the Karl Kiefer Machine Company's Endweld tube filler and sealer, a machine which is not only original in design but likewise completely new in function and accomplishment. The machine is designed to clean collapsible tubes with filtered and compressed air, to fill these by accurate measurement without stringing or smearing of the product, to then weld the ends of the tubes into a closure that is claimed to save up to $^3/_4$ in. of material on every tube as compared with former closure methods.

The filling mechanism has dual control whereby the speed of operation and the velocity of fill may be regulated. Therefore, regardless of the consistency of the product, it can be filled free of air bubbles. After leaving the filling station, the ends of the tube are shaved so as to make all of identical length. Then they are subjected to the welding process. The end of the tube may be given a small double foldover if desired. After this, the tubes are automatically ejected from the holders. Additional safeguards are provided in the form of a device which, wherever any holder passes under the filling pump without a tube in it or when the tube lacks a cap, will automatically cause the pump to pass up delivery with-

out restraining motion of the machine. This, it is claimed, prevents a large amount of waste and delay.

A counting device records all tubes filled and a form of speedometer reports the number of tubes packaged each minute. A variable speed drive is controlled by hand wheel. All the power mechanism is mounted on ball bearings and runs in oil. A mechanical self-operating lubricating system, reaching every bearing and moving part and requiring filling of its reservoir but once a month, forms an integral part of the unit.

It will be seen that this machine embodies a number of new and unique devices or combinations of devices for the filling of collapsible tubes. Here, both the newness of the machine and the complexity of some of the controls has served to lead the designers quite naturally toward the "all-over" type of housing. Every moving part that could be housed has been enclosed within a protective metal cabinet, so equipped with hinged doors and sections as to provide accessibility for adjustment.

The Karl Kiefer Machine Co. has, however, not restricted its "streamlining" to completely new machines. To a less pronounced, but nonetheless notable degree, we find similar revision of design occurring on other machines as demonstrated in the Two-Stream filling machine. Here, in the process of adding a number of improvements, such as a measuring pump operated by means of a variable speed drive and an indicator dial showing the number of filled containers per minute, as well as no-fill, no-spill devices and automatic safety stops, the entire front face of the machine has been redesigned in the form of a partial housing into which are set the various controls and indicator dials. While this housing is not as complete as the others cited, it is a step in the right direction.

A number of other machinery manufacturers have similar changes under way, both on the redesigning of equipment and in the original styling of new machines. Thus, the architect and engineer planning a new plant can count upon the fullest cooperation from machinery men when they aim toward the development of a plant suitable for the public reception of individual visitors or groups from schools or institutions.

DOES REDESIGN PAY?

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produced, almost as a by-product, a lower cost. Thus, Schieffelin and Co. added a molded plastic closure and reduced costs as compared with the previously used stoppers, and The Wm. S. Merrell Co. reports that new labels cost far less than those in previous use.

Shipping and shipping container costs seem to be only slightly affected when packages are redesigned. This is no doubt due, in large measure, to the fact that redesign frequently involves merely a change in surface treatment and no change in shipping size or weight. However, in almost every instance where a large line has been redesigned, it has been found possible to introduce economies through the planning of shipping containers. In some instances, a more compact form of package or one of lighter weight than that previously used has resulted in substantial savings in shipping costs. In other cases, cost reductions have been effected by so planning packages as to eliminate the need for a number of shipping containers by permitting the use of a limited number of sizes and shapes.

Production and filling costs likewise seem to remain largely static during redesign operations, although in those instances in which changes do occur, the majority will find they involve reduction in cost. The figures in this instance are all the more surprising in view of the fact that a redesign operation offers an opportunity, in many instances, for adjustment of the package to permit speedier filling, sealing, wrapping, etc. It would seem, from all the cost figures cited above, that redesign operations are all too often focused entirely on the appearance and utility of the package with far too little attention being paid to manufacturing and shipping costs. The substantial reductions accomplished by those few manufacturers who have paid a large degree of attention to these elements of design might well serve as a warning signal to future package planners, inducing them to look inward towards package production operations as well as outward towards the selling and consumer angles.

In seeking a final indication of success or failure of package changes, the various firms interviewed were questioned as to whether they contemplated any further changes in their packages' appearance. The vast majority stated that no immediate changes were being planned. Typical of the answers was that of The Crosse and Blackwell Co. "No further changes contemplated because we feel that the new pack is ideal for the purpose." On the other hand, a number of companies expressed a differing viewpoint. Thus, The Carter's Ink Co. replies, "We are not contemplating any *early* change, but have grown to feel that occasional changes are desirable even though a successful design may be in use." The New England Confectionery Co. likewise reports, "No changes contemplated at present but modernization in time as deemed advisable." So, too, does the Austin Lime Corp. say "We look forward to improving the packages still more, in a manner not yet determined, in order to retain its preeminent position in our field."

To summarize: Redesign pays in the vast majority of instances in which it is seriously undertaken. Redesign pays best when it is coordinated with a re-examination of production practices and selling and advertising practices. Redesign, of itself, is not an ultimate and perpetual solution to packaging or merchandising problems, but quite naturally commits an intelligent packager to a periodic re-examination of the relationship between his package and those available to competitors or possible within his field.

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